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THE OFFICIAL MAGAZINE FOR BREVARD COUNTY GOVERNMENT

## THE INDIAN RIVER LAGOON

PRESERVING OUR MOST VALUABLE  
RESOURCE FOR GENERATIONS TO COME

LOOKING  
BACK 2013  
ANNUAL REPORT  
MOVING  
FORWARD IN  
2014 WITH  
HOWARD TIPTON  
COUNTY  
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# Welcome

## to INSIDE BREVARD COUNTY GOVERNMENT

Our sincere thanks go out to the businesses whose generous support has made this publication possible without the use of Brevard County taxpayer dollars. As chairman of the Brevard County Commission, I am excited about the upcoming year. Our County has experienced challenges; however we have endured and now see positive changes happening.

In 2014, it is with a great sense of responsibility that I lead Brevard County during this period of resurgence. The focus has been and will continue to be on job creation, balanced with the need to protect our environment and conserve our valuable resources. My fellow commissioners and I will work hard to ensure that we continue to create partnerships, provide for the health, safety and well-being of our residents and take advantage of all opportunities available to make our county strong.

Together we can ensure that Brevard County is the place where people want to live, work and play.

Mary Bolin Lewis,  
County Commission Chair



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# INSIDE

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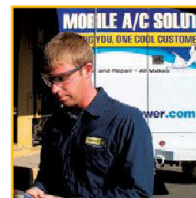
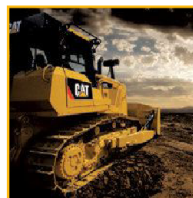
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# Brevard County Ocean Rescue **BEST IN FLORIDA**



BREVARD COUNTY OCEAN RESCUE HAS BEEN DECLARED BEST IN THE STATE, NAMED 2013 BEACH PATROL OF THE YEAR BY THE FLORIDA BEACH PATROL CHIEFS ASSOCIATION.

The immediate impact and quick progress made in the five years since becoming a year-round operation in 2008 contributed to the FBPCA voting Brevard County this year's winner.

The honor, awarded annually since 1993, is bestowed upon the best agencies in the lifeguard profession in the state of Florida. Those voting cited the department's outstanding performance and many improvements made to ensure the beaches in Brevard County are safe.

In the first year after switching from seasonally protected swim areas to having five full-time protected swimming areas—with lifeguards on duty from 10 a.m. to 5 p.m. 365 days a year—plus 19 more seasonal, millions of visitors benefitted from improved safety along the Space Coast.

In 2013, Brevard County lifeguards responded to 11,984 medical calls and performed 517 rescues, 382 of those related to rip currents. They doled out 151,836 preventative warnings and responded to reports of 690 missing children.

"What I observed about Brevard, there is so much visible progress and development in the last few years that it's hard not to recognize and applaud the effort," said James Scala, an FBPCA board member whose vote helped determine the award recipient. "It's not just an award for your ocean rescue, it's an award for your entire county and the leaders who recognize the importance of what ocean lifeguards do in protecting citizens and patrons who visit your beaches."

Ocean Rescue's recent achievements include construction of four new enclosed

lifeguard towers that provide a better vantage point for water observation, better visible presence—the hope is to encourage beachgoers to congregate near monitored beach areas—while also offering the lifeguards protection from the elements. Ocean Rescue also was awarded an EMS grant for the purchase of laptops that will enable the lifeguards to access a variety of online training information, as well as provide the department with important medical and statistical documentation from the stations.

Scala said Brevard Ocean Rescue Chief Jeff Scabarozi and Assistant Chief Eisen Witcher are "consummate professionals" who are contributing to the profession of ocean lifesaving.

"The main reason we won this award is all the innovative ideas we are putting forth in Brevard, from our enclosed lifeguard towers, new equipment, the ability to get the EMS grant—all since we became a full-time organization, turning Brevard into what a year-round lifeguard agency should be," Scabarozi said. "For us, it's exciting to win this award and bring credit to all the hard work that all the staff of Brevard County Ocean Rescue has done. As for the future, our staff continues to look at how we can improve how we do business and improve the safety of patrons on the beaches."

Ocean Rescue was honored with a resolution by the Brevard County Board of Commissioners on Jan. 7, 2014. Commissioner Trudie Infantini noted the department's "commitment and excellence

## OCEAN RESCUE BY THE NUMBERS:

- 5 year-round staffed ocean rescue towers:
  - Cocoa Beach Pier
  - Sheppard Park, Cocoa Beach
  - Lori Wilson Park, Cocoa Beach
  - Minutemen Causeway, Cocoa Beach
  - Paradise/Futch Park, N. Indialantic
- 19 seasonal towers
- 100 seasonal lifeguards
- 3 full-time supervisors
- All full-time personnel are certified EMTs



in saving lives on Brevard County Beaches."

Scabarozi thanked the commissioners: "Through the Board and Ocean and Fire Rescue, we developed a year-round lifeguard program. In doing so, we put in year-round, career-minded individuals and managers that are running our beach, and they are the fundamental backbone of what we desperately needed." ■

# County Manager Howard Tipton **HUGE STEPS IN 2013 SET PACE FOR 2014**

BY ANNE STRAUB



*The Phenom 100 jet  
being assembled in  
stages at Embraer.*

**B**REVARD COUNTY IS MOVING FORWARD IN 2014 WITH A STRONG TAILWIND OF PROGRESS SMOOTHING THE WAY FOR GROWTH. CONTINUED JOB GAINS, QUALITY OF LIFE IMPROVEMENTS AND ENVIRONMENTAL PRESERVATION EFFORTS ARE MARKING THE COUNTY'S PATH FOR THE YEAR.

Recent years provide a strong foundation. "Generally speaking, 2013 was a huge step forward," said County Manager Howard Tipton. "We've seen consistent year-over-year progress." That assessment applies to a range of economic measures, he noted, including housing sales, home prices, employment gains, business wins and drops in foreclosures.

The picture is far different from what was forecast when Tipton arrived as the county's top administrator in 2009. Fresh off the housing crisis, projections were for Brevard unemployment to reach 17 to 18 percent. Instead, the jobless rate topped out at 12 percent and has improved since. By the end of

2013, the figure stood at 6.5 percent, down from 8.3 at the end of 2012—and showing an addition of 2,600 jobs.

Employment gains are likely to continue, based on recent announcements by Embraer S.A. and Northrop Grumman. Embraer, which already assembles two aircraft at Melbourne International Airport, announced last fall that it will expand operations at the airport. The Brazilian aircraft maker will open an assembly plant and other facilities to support its twin-engine Legacy 500 and Legacy 450 executive jets, adding 600 jobs to its Brevard operations. Earlier last year, aerospace and defense contractor Northrop Grumman desig-

nated its Melbourne International Airport location as a center of design and integration excellence for its work in manned aircraft, unmanned systems and electronic attack businesses. Expansion of its operations is expected to add 920 local jobs. "These were two of the biggest economic deals for aerospace in the United States, and both of them happened in Brevard County," Tipton said.

The county is poised to build on its success by thoughtful planning that will entice businesses to move to or expand on the Space Coast. For example, Brevard is looking at regulatory changes to govern development in wetlands areas. A study will recommend science-based methods for considering development of lands currently unused despite proximity to nearby public investments, such as Interstate 95. "This will give people a chance to develop their land with confidence," Tipton said.





“THESE WERE TWO OF THE BIGGEST ECONOMIC DEALS FOR AEROSPACE IN THE UNITED STATES, AND BOTH OF THEM HAPPENED IN BREVARD COUNTY.”

**Howard Tipton**, Brevard County Manager

The county looks to cell towers for another opportunity to plan growth. Coverage is now about one-third built out throughout Brevard, and cell providers are scouting future locations. “Where do they go? Let’s be thoughtful as they’re not the prettiest things to look at,” Tipton said, noting a focus on promoting public land. Such an approach would enhance services for residents and businesses without raising taxes, and offer cell providers a more-streamlined process than they would experience by dealing with private sites. Other utilities might be less cutting-edge — in fact, Tipton allows that people just don’t think about them — but maintaining and expanding capacity is critical. The county will be spending \$135 million over the next 10 years to upgrade water and wastewater treatment systems to protect the environment and provide a supporting infrastructure to the county. Further widening of Wickham Road in South Brevard also enhances the county’s appeal.

The star of Brevard’s draw is, of course, the beaches. Beach renourishment projects leverage state and federal money, matched by tourism dollars, to keep the stretch of sand available for residents and tourists to enjoy. “The beaches are one of

our biggest assets, and we need to make sure we’re caring for them in a way that balances the economics, the ecology and the recreation benefits,” Tipton said. The investment is one of the best bets to make: For every \$1 the county spends to care for the beaches, the return on investment for Brevard’s economy is \$8. Brevard’s beaches bring more than \$1 billion into our local economy annually and they are ecotourism at its finest. County leaders are spending \$3.5 million in hotel bed tax to leverage up to \$1.75 million from other local sources, \$5.15 million in state grants and \$29 million in federal money to restore up to 19 miles of dunes and restore 14 miles of beaches.

To continue its focus on smart growth, Brevard is tapping into business and community leaders’ expertise. A Blue Ribbon Advisory Board for Transportation Infrastructure is studying city and county road needs and will make spending recommendations to the county. Brevard also is involved in leveraging opportunity created by passenger rail service being developed between Central and South Florida.

Forward-thinking investment in county government buildings — such as new roofs and better air conditioning systems — will pay off in improved energy performance,

making the expenses cost-neutral and eventually money-saving. Another green success for the county, Brevard’s recycling rate — already tied for third-best in the state — is expected to show double-digit gains this year.

Investments in sustainable ecologic and economic outcomes are a top priority for Brevard, headlined by the health of the Indian River Lagoon. The lagoon will be a major focus for county policy in coming years, Tipton said. Although the lagoon touches six counties, more than 70 percent of its surface water is in Brevard. “We are by far the most impacted by its decline,” Tipton said. County officials are working with Brevard’s legislative delegation to look for funding, and creating partnerships with various organizations to address issues that affect lagoon health. One such effort involves working with the Brevard Zoo to employ volunteer oyster gardeners to grow a million oysters that naturally filter the lagoon.

Tipton is confident in Brevard’s ability to continue successful partnerships for positive change. During the 2013 sea turtle nesting season, endangered green sea turtles broke all previous records in the Archie Carr National Wildlife Refuge with 12,846 nests. This compares to thirty years ago when 50 nests in a season was typical. This increase in reproductive success is one of the greatest recoveries ever recorded for an endangered species.

With its careful consideration of capital investment, smart growth and environmental conservation, Brevard is poised to continue its leadership role in the region and the state as it grows a diversified economy while preserving quality of life. “Brevard needs to be seen as a leader, and we are,” Tipton said. ■

*Local, state and federal dollars are being used to restore dunes and 14 miles of beaches along Brevard County coastline.*



**T**HE INDIAN RIVER LAGOON IN BREVARD COUNTY'S OWN BACKYARD IS MUCH MORE THAN JUST A GOOD PLACE FOR FISHING AND BOATING. IT IS A UNIQUE SHALLOW-WATER ESTUARY OF ENVIRONMENTAL AND ECONOMIC SIGNIFICANCE FOR THE ENTIRE UNITED STATES.



# **PRESERVING OUR WATERWAY**

BY MARIA SONNENBERG

"The Indian River Lagoon is one of the most environmentally diverse areas in the country," says Ernie Brown, director of Brevard County Natural Resources Management Department. "It is also extremely valuable to our region from an economic standpoint."

Within its shores and marshes, this extremely biologically diverse body of water is home to more than 4,000 species of plants and animals. Its seagrass beds serve as a nursery for tarpon, snook and other sportfish that fuel the \$6 billion recreational fishing industry and support thousands of jobs in Florida and beyond. From this cradle of the ocean emerge approximately 50 percent of annual fish harvest on the east coast of Florida. "It is one of the most valuable fish nurseries in the Eastern Seaboard," says Brown.

The lagoon is also located along the Atlantic Flyway, the aerial superhighway used by thousands of migrating birds, and thus a mecca for birders who attend the Space Coast Birding and Wildlife Festival, the largest event of its kind in the country.

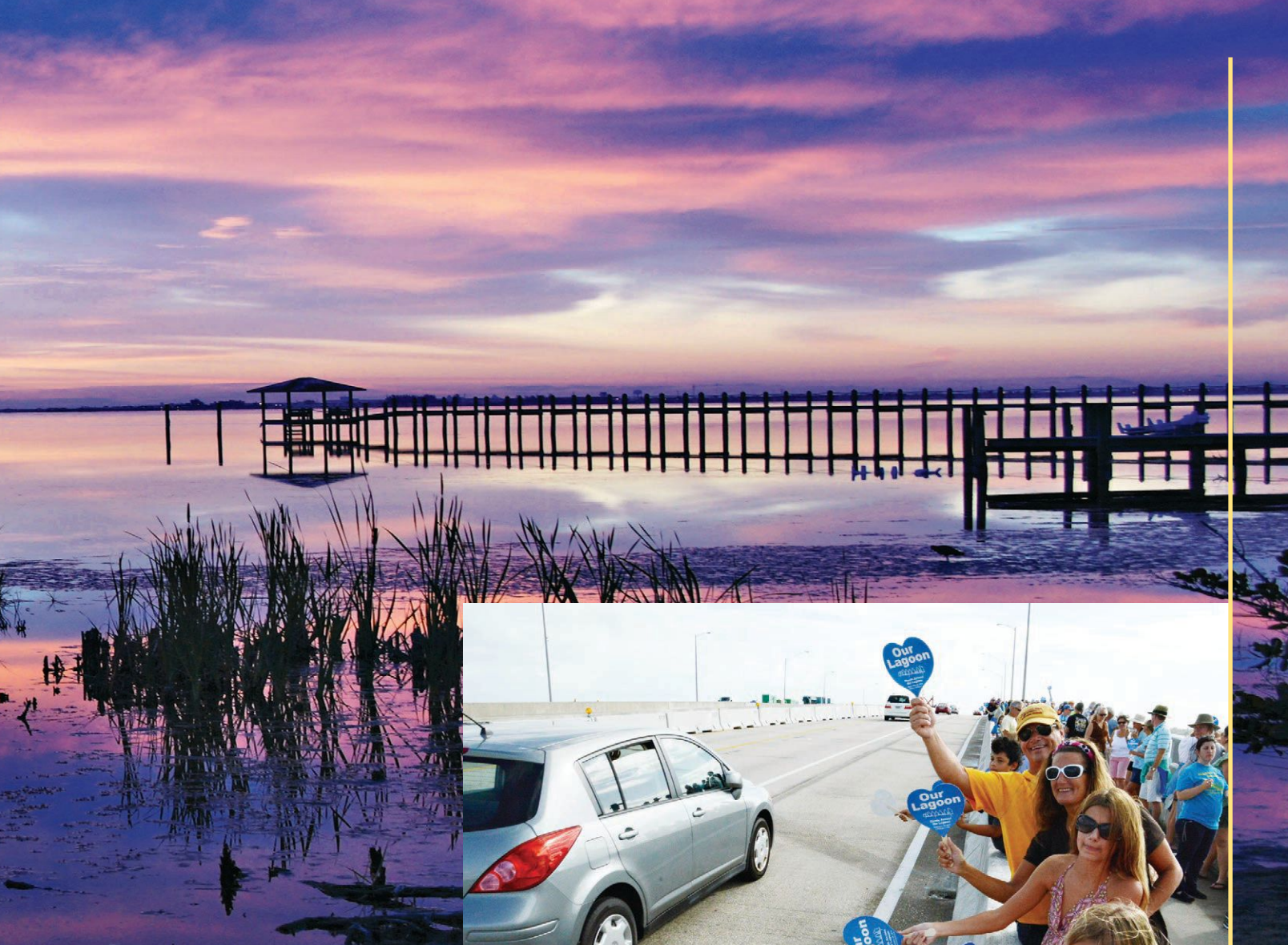
Although the 156-mile lagoon spans from West Palm Beach to New Smyrna Beach, 71 percent of the lagoon lies within the boundaries of Brevard County, where the estuary is comprised of the Indian and Banana Rivers and the Mosquito Lagoon, three bodies of water responsible for at least \$1.2 billion in economic benefits and for 3,100 full and part-time jobs along the Space Coast.

The lagoon's many environmental riches must have seemed limitless to the early settlers. Even as late as 1986, the

lagoon was an important area for the clamming industry. "93 percent of the clams harvested in Florida came from the lagoon," said Virginia Barker, watershed program manager. "A critical component of our society made a living from the lagoon."

The lagoon, unfortunately, has faced challenges. Decades of stormwater runoff, sewer plant discharges and an excess of nitrogen and phosphorus from fertilizer applications discharged into the lagoon, coupled with the estuary's naturally closed system, created problems that decimated the clamming industry in Brevard. In 1986, 1,272,380 pounds of clams were harvested from the lagoon waters versus a harvest of 2,685 pounds in 2013. The oyster industry experienced similar reductions. The loss of the





clam and oyster industry carries a burden beyond economic impact, for these filter feeders are critical for the lagoon's water quality. One adult oyster can filter 25 to 50 gallons of water per day. "These shellfish were the kidneys and the liver of the lagoon," says Brown.

Seagrass, the greatest measure of lagoon health, has also suffered. Seagrass acreage in the Indian River Lagoon has experienced unprecedented losses, precipitated by algae blooms and turbidity that block the vital sunlight the grasses need to flourish. Without adequate seagrass coverage for food and

shelter, juvenile fish cannot survive. Seagrass loss is significant from both economic and environmental standpoints. The economic value of seagrass, based on its support of the commercial and recreational fishing industry, is estimated at \$10,000 per acre.

"The lagoon no longer has the resilience it once had," says Brown. Its problems

are far from solved, but the Indian River Lagoon must have strong champions. The Brevard County Stormwater Program, for example, was created in 1990 by the Board of County Commissioners. The program, once a leader in stormwater management in Florida, has provided recommendations for the most efficient stormwater treatment methods to lessen the impact on the lagoon.

To better protect this unique estuary, the St. Johns River Water Management District in 2013 launched the Indian River Lagoon Protection Initiative, a multi-year program to protect and restore the lagoon's ecology and water quality through monitoring, seagrass

**“IT IS ONE OF THE MOST ENVIRONMENTALLY DIVERSE AREAS IN THE COUNTRY. IT IS ALSO EXTREMELY VALUABLE TO OUR REGION FROM AN ECONOMIC STANDPOINT.”**

**Ernie Brown**, director of Brevard County Natural Resources Management Department

*Brevard County residents stand on the Melbourne Causeway bridge and wave to cars during Hands Across the Lagoon.*





Scientists monitor sea grass growth in the Indian River Lagoon just south of the Wabasso causeway.

transplantation experiments and studies of algae blooms. It has partnered with the National Estuary Program and other agencies to implement projects that will improve the health of the lagoon.

After years of decline, lagoon conditions were improving, thanks to removal of sewage outflows, diversion of flood waters from the lagoon and hundreds of

stormwater treatment projects. Seagrass coverage, for example, climbed steadily from 1993 to 2010. Then the superbloom began in 2011 blocking light penetration through the water column and as a result, 15 years of seagrass improvements were lost in a single summer.

Tackling the lagoon's problems requires a three-prong approach aimed at reducing

pollutant and nutrient inputs, removing detrimental muck and restoring the lagoon's natural filters — oysters and clams and wetlands. "It's really that simple, but it's not just one, but all three," says Brown. "Now is the time to get serious about it to get that resiliency back."

Reducing pollutants entering the lagoon entails curtailing stormwater runoff, as well as excess fertilizer runoff and the pollutants from failing septic systems around the county. In other parts of the lagoon, inlets naturally serve to flush pollutants in the lagoon system out to sea, but Brevard's 72 miles of lagoon can count on only Sebastian Inlet for this cleaning action. The result has been a buildup of "legacy load" stored in muck on the lagoon bottom from decades of erosion, sewage discharges and dead plants. The muck, which consumes oxygen necessary for marine flora and fauna and releases excess nutrients that feed algal blooms,



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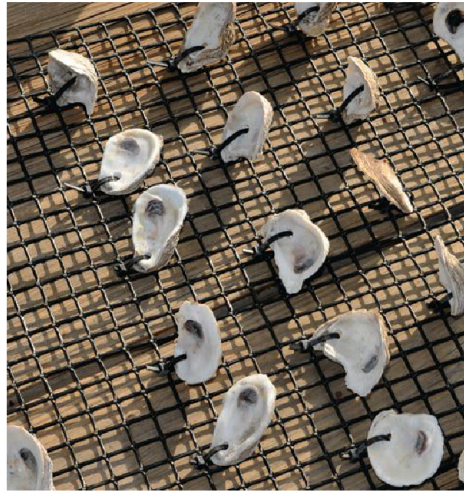
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Oyster mats will help filter millions of gallons of water annually in the Indian River Lagoon.

must be removed to restore the lagoon's vitality, therefore dredging is underway or completed at several sites. With more than 7 million cubic yards of legacy load muck still in the lagoon, much more muck dredging needs to be done.

A multi-year project is researching viable sites to reintroduce oyster reefs in the river. It is a slow process, because oysters can take up to two years to mature. Partnerships with organizations such as Brevard Zoo

are helping to raise community awareness about oyster restoration with oyster mat-making sessions that involve residents young and old. The oyster mats are placed in Mosquito Lagoon to stabilize and protect existing oyster colonies from boat wakes. However, in the Indian and Banana River, there are too few existing colonies for oyster mats to be the solution. So, Brevard County and the Brevard Zoo, launched a new effort in October 2013

known as Oyster Gardening. This involves riverfront property owners installing small habitats housing about 1,000 baby oysters called spat from their docks and letting them grow to maturity. The goal is 1,000 sites and 1 million oysters by 2015. Hundreds of waterfront property owners have already committed to the effort. "It does make a difference," says Brown. "Our goal is to add a million live oysters into the Indian River this year, but I'd like to see tens of millions."

Initiatives such as Hands across the Lagoon, which last year encouraged residents to take a united stand for the lagoon's health, have raised critical community awareness of this amazing natural resource in our backyards. With education, comes action. "We need to jumpstart the natural process," says Brown. "We can turn the tide. We can have a lagoon that is as resilient and healthy as it ever was." ■

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as new airlines to operate routes from Melbourne."

The airport authority historically has supported temporarily waiving landing fees and assisting in marketing for airlines that want to fly from Melbourne. Adding

**“PEOPLE HAVE A CHOICE WHEN THEY FLY. THAT IS WHY WE DO ALL WE CAN TO MAKE THE TRAVEL EXPERIENCE AS PLEASANT AND CONVENIENT AS POSSIBLE AT MLB.”**

Diana Flett,  
Airport Marketing Manager

legacy airlines creates competition for routes, which can translate to lower fares.

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## Central Florida's Seaport Invests in Local Job and Revenue Growth plus New Recreation Options

Port Canaveral—one of Brevard County's most powerful economic engines, generating nearly 17,000 local jobs and more than two billion dollars in total impact each year—is in the process of undertaking a comprehensive initiative to increase business in multiple sectors, with plans and projects under way around the harbor.

Expert projections show the Port could double its profitable cruise business in the next few decades. To accommodate new cruise ships and lines on the horizon, construction has begun on the new \$50.5 million Cruise Terminal 1, located on the south side of Canaveral harbor to allow passengers and crew to walk to nearby dining and entertainment options for the first time.

As one of the few Florida ports with space for cargo growth and expansion, Canaveral is focused on seizing growth opportunities. Two new cargo berths open this year, complete with ship-to-shore container cranes; long-planned channel expansion is under way; and initiatives are being pursued to bring rail service within easy reach of cargo customers.

The Port recently celebrated its 60<sup>th</sup> anniversary in November 2013 with the opening of the new Exploration Tower, a seven-story facility with interactive exhibits to introduce visitors from near and far to Florida's Space Coast. The Tower is the first element of an extensive



redevelopment of The Cove waterfront district to include a boutique hotel and many new entertainment, recreation, shopping and dining choices. ■



## Soar to New Heights with Your Port

The Canaveral Port Authority invites you to **get connected** with your port and stay informed about its business and job impacts, as well as recreation opportunities. Come out to our monthly Commission meetings and public planning workshops. Or use the webcasting CPA CAM at [portcanaveral.com](http://portcanaveral.com) to see and hear all the meeting announcements and discussions on your computer, as they happen or at your convenience later.

Receive Port news automatically via the following publications at [portcanaveral.com/connect](http://portcanaveral.com/connect)



*Bi-monthly award-winning magazine available in an electronic version with videos*



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Join the conversation on our Facebook page at [facebook.com/portcanaveral](https://facebook.com/portcanaveral), on our community forum at [DearPortCanaveral.com](http://DearPortCanaveral.com) and on [twitter.com/canaveralport](https://twitter.com/canaveralport). We want your Port to be the go-to place for you, your family and friends as well as a place you're proud to show and recommend to visitors.







## Animal Services and Enforcement

# MEGA ADOPTION EVENTS ARE A REAL DEAL

BY MARIA SONNENBERG



*Animal Adoption Event at Viera Regional Park*

MANY WONDERFUL FOREVER FRIENDSHIPS ARE FORGED AT THE MEGA ADOPTION EVENTS HOSTED BY BREVARD COUNTY ANIMAL SERVICES AND ENFORCEMENT IN PARTNERSHIP WITH THE SPCA OF BREVARD AND OTHER ANIMAL ADVOCACY ORGANIZATIONS.

The twice-yearly events are win-win affairs for both the shelter animals that find new homes and the individuals who welcome a new furry family member into their midst. They're also extra special for the county shelters, because more animals are saved. "It's a very happy atmosphere," says Karla Torpy, director of the county's Animal Services and Enforcement. "Many people who wouldn't think about going to a shelter to adopt a pet come to the mega adoptions. Almost all of the animals we take to a mega adoption are adopted."

Pets available at mega adoption events are a real deal, since for \$25 the new pet parent receives an animal that has been spayed or neutered, is microchipped, and is up to date on vaccinations. The concept of a one-day event featuring a plethora of lovable dogs and cats has become extremely popular with animal rescue organizations throughout the nation. "It's what everybody is doing, because it works," adds Torpy.

The ultimate goal is to create an environment where there are no homeless

pets and shelters are not forced to euthanize animals because there are no homes for them. "With the continuing downward trend in euthanasia deaths and increased



“IT'S A VERY HAPPY ATMOSPHERE. MANY PEOPLE WHO WOULDN'T THINK ABOUT GOING TO A SHELTER TO ADOPT A PET COME TO THE MEGA ADOPTIONS. ALMOST ALL OF THE ANIMALS WE TAKE TO A MEGA ADOPTION ARE ADOPTED.”

Karla Torpy,  
Director Animal Services and Enforcement



*Chris, Holly and Hailey Dick of Palm Bay with their new dog, Beau*

adoption efforts for at-risk animals in 2014, Brevard County is moving in the right direction" says Torpy.

The humane movement in the United States has made great strides in curbing the companion animal overpopulation, which not that many years ago resulted in the euthanasia of as many as 19 million unwanted animals annually. Numbers are down to about 4 million a year, and the staff and volunteers of shelters across the country are working hard to whittle that number to eventually zero. "Communities want it to happen, and it will, but not one agency can make it happen," says Torpy. "It's got to be the whole community."

In Brevard County, Animal Services and Enforcement partners with other shelters and rescue groups and with volunteers like Edward Becht to increase the number of homeless animals adopted. Becht, along with some 300 eligible volunteers with the County's North and South Animal Care Centers, are literally lifesavers for the homeless animals of Brevard County. A Brevard County sheriff's deputy at Viera Courthouse, Becht spends his free time walking the shelter dogs to help socialize them and make them more adoptable, as



well as visiting Petco with some of the animals on adoption weekends at the store to help them connect with a forever home. Becht also takes the animals to the mega adoption events and makes it a point to educate everyone he meets on the need to adopt shelter animals and to spay or neuter all pets. "Our volunteers have a huge impact," says Torpy.

Also critical are the partnerships that Brevard County Animal Services and Enforcement has developed with the Central Brevard Humane Society, the SPCA of Brevard and the many breed rescue groups in the county. "These groups are incredible," says Torpy.

"They take a huge number of animals from us." Brevard Lost Pets also helps by trying to reunite stray animals in the shelter with their owners. "We all work in sync to help the animals," says Torpy.

As open-admission facilities, both Animal Care Centers accept all unwanted domestic creatures, be they furry, feathered or scaly. Whenever possible, Animal Services and Enforcement staff will work with owners to help them avoid surrendering their pets.

"If feeding the animals is an issue, we will try to help them with food," says Torpy.

"If the animal's behavior is a problem, we will refer them to trainers. If our officers find a stray, they will knock on doors to try and find their owners before bringing the animal into the system."

Ingenuity plays a big part in helping more animals get adopted. The Animal Care Centers' "Pajama Pup" is a "pet test-drive" opportunity that allows families to bring a shelter dog into their home overnight. Families who are not certain a particular animal will click with them are invited to take it home for 24 hours. "You are not committed to anything beyond the overnight stay and you can take out as many dogs as you want," said Tracey Breen, rescue coordinator at the South Animal Care Center.

It was through a Pajama Pup party that former shelter dog Tina found a loving home with nine-year-old Jessica Braswell and her parents. The Satellite Beach family, who often takes shelter dogs into their home to socialize them, fell under the spell of a two-year-old terrier mix.



Volunteer Edward Becht

Brevard County Animal Services and Enforcement is committed to giving homeless animals the second chance they deserve. "Our goal is to get animals into homes," says Torpy. "Every time we do that, we're saving lives." ■



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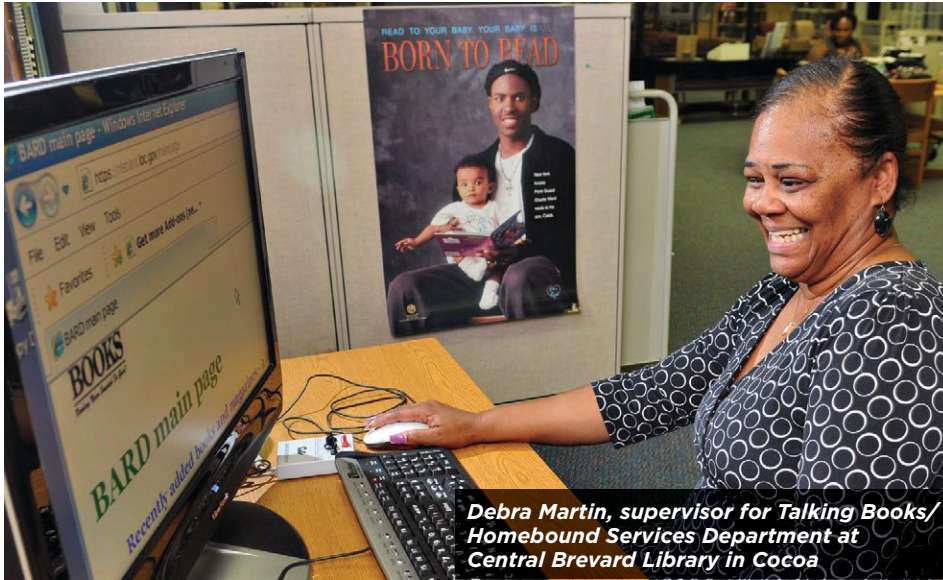
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# Brevard County Libraries TALKING BOOKS PROGRAM



**Debra Martin, supervisor for Talking Books/Homebound Services Department at Central Brevard Library in Cocoa**

“THIS WAS A TREMENDOUS HONOR, AS BREVARD WAS RECOGNIZED AS THE BEST IN THE NATION. IT WAS SO GRATIFYING TO SEE THE WORK OF DEBRA AND HER TEAM NATIONALLY RECOGNIZED. I COULD NOT BE PROUDER OF THEM.”

Jeff Thompson,  
Brevard County Libraries Director

THE BREVARD COUNTY LIBRARIES' TALKING BOOKS DEPARTMENT WAS NAMED "NETWORK SUBREGIONAL LIBRARY OF THE YEAR" IN AN AWARD FROM THE LIBRARY OF CONGRESS, NATIONAL LIBRARY SERVICE FOR THE BLIND AND PHYSICALLY HANDICAPPED, DURING CEREMONIES IN WASHINGTON, D.C.

The Brevard County Talking Books Library, a subregional library of the Florida Bureau of Braille and Talking Book Library Services network, received the award for outstanding service to blind and disabled readers. The annual award, in its seventh year, carries a \$1,000 cash prize. NLS presented the award to Brevard County Libraries Director Jeff Thompson and Talking Books Department Supervisor Debra Martin in the Thomas Jefferson Building of the Library of Congress.

Located in the Brevard County Public Library in Cocoa, the Talking Books Library has a full-time staff of one — Debra Martin — a part-time support member, and a committed group of more than 25 volunteers. In 2012, the library served nearly 1,600 residents and institutions in Brevard County and circulated about 120,000 braille and talking books. "This was a tremendous honor, as Brevard was recognized as the best in the nation," Thompson said. "It was so gratifying to see the work of Debra and her team nationally recognized. I could not be prouder of them."

Impressive as the award is, it is a reflection of Martin's work — and for her the greatest reward comes from doing that work: helping the blind and physically handicapped engage with the world around them. Martin tells the story of a woman who was mostly blind, and who came to the library with a photo she couldn't see. Using an assistive device, Martin helped her to see the photograph. The woman broke into tears and told Martin it was the first time she'd seen her grandchild. A moment like that is the greatest award possible, and Martin and her team make that kind of difference in people's lives every day.

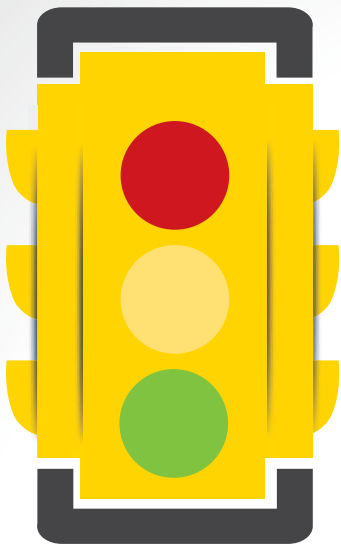
The Talking Books Library hosts adult reading programs, assistive technology resource fairs, and film and book discussion programs. It also maintains partnerships with more than 150 agencies and keeps patrons and supporters informed through Twitter and Facebook. "Our volunteers are integral to the daily operation of the library and without doubt are one of the main reasons the library has flourished," Martin said. "Our network of partnerships also has proven to be vital to increasing awareness of the program and boosting new-patron registration." ■



**Top: Karen Keninger, Director of the National Library Service for the Blind and Physically Handicapped, presents award to Jeff Thompson, Brevard County Library Director, and Debra Martin**  
**Bottom: Talking Books Library**







Saving Brevard Motorists  
Time, Money and Fuel

# SMART SIGNALS

**M**otorists will spend less time on the road and spend less money on fuel as a result of 114 traffic-responsive signal controls installed along nine major roadways in Brevard County, according to a cost-benefit analysis conducted by Lassiter Transportation Group Inc.

The Intelligent Traffic System, designed to alleviate traffic jams, cut down on environmental pollution and reduce accident rates, saves motorists in the county an estimated \$24.9 million annually in time and fuel costs, according to an engineering and planning analysis of cost and benefit.

"This is a savings where we're not talking about less money being collected in taxes, but literally in terms of dollars people are keeping in their pockets as a result of fuel savings and

less time on the road," said John Denninghoff, director of Public Works. "Traffic signals are a necessary evil, but when they don't work like they should it can cost you a lot of money."

Brevard County's Advanced Traffic Control System is projected to save county motorists more than one million road-time hours and \$3.9 million in fuel costs. Time-saving value, based on Texas A&M University Transportation Institute's 2011 Urban Mobility Report (and assuming 1.25 occupants per vehicle,) amounts to \$20.9 million, according to the report.

Denninghoff said the \$9.1 million signal system was funded through federal stimulus funds, county transportation funds and grants. ■

**BREVARD COUNTY'S ADVANCED TRAFFIC CONTROL SYSTEM IS PROJECTED TO SAVE COUNTY MOTORISTS MORE THAN ONE MILLION ROAD-TIME HOURS AND \$3.9 MILLION IN FUEL COSTS**

**IN THE PAST YEAR, TRAFFIC-RESPONSIVE SIGNALS HAVE BEEN INSTALLED ALONG 40 MILES OF ROADWAY THROUGHOUT THE COUNTY, INCLUDING:**

- **U.S. 192:** between Interstate 95 and Dairy Road
- **Wickham Road:** between Fountainhead and U.S. 192; Shoppes and Pineda Causeway; and Mariah and Sarno
- **Palm Bay Road:** between Minton and Robert J. Conlan
- **Minton Road:** between I-95 and Emerson
- **SR 520/US1:** between Clearlake and S. Banana River
- **U.S. 1 South:** between Lake Washington and Babcock
- **SR50:** between I-95 and SR405
- **SR405:** between SR50 and U.S. 1
- **SR518:** between Wickham and Pineapple







# Upgrades and Improvements TAKE FLIGHT AT VALKARIA AIRPORT

AS THE MANAGER OF BREVARD COUNTY'S VALKARIA AIRPORT, STEVE BOROWSKI SEES AIRCRAFT COME AND GO ON A DAILY BASIS. BUT, VISITORS ARE NOTICING THERE ARE MORE THINGS TAKING OFF AT THE VALKARIA AIRPORT THAN JUST AIRPLANES.

"Changes are afoot," Borowski said. "We are a General Aviation/Recreational airport and we have been working steadily on the 'recreational' part. One of our goals is to bring young people to the airport, and to do that we're looking at activities that, in addition to aeronautical events, also include non-aeronautical events."



Construction of new hangar building.

First up was the grand opening of a new \$2.3 million hangar building, which houses 20 new tenants that began moving in last fall. The project, funded 80 percent by the Florida Department of Transportation, was part of the airport's master plan and became home to the Valkaria Aviation Association, which celebrated the grand opening during its monthly pancake breakfast in November. The hangar building includes a classroom which will host monthly meetings of the Experimental Aircraft Association, Civil Air Patrol, Boy Scouts of America and the Valkaria Velocity Radio Control Club.

In the past year, the airport built a new full-length parallel taxiway "A" and rehabilitated the existing Apron and taxiway



RC racecar track

"B." The project necessitated the clearing, leveling and draining of the infield. As part of that contract, the airport established a new drainage pond and built a Bicycle BMX track around the pond by utilizing ground-up coquina rock that was removed from the infield and old taxiway and used to build jumps for the BMX track, Borowski said. The three-quarter-mile BMX track, along with a radio-controlled racecar track, and radio-controlled off road track opened officially Nov. 16 as part of the newly established "Skyman Park," which is named in tribute to Scott Adair, a pilot who was killed in April 2013 when his single-seat gyrocopter crashed on airport property. Adair was a U.S. Powered Paragliding Association certified instructor and helped start the award-winning Search Operations Aerial Response or SOAR, paragliding unit of the Palm Bay



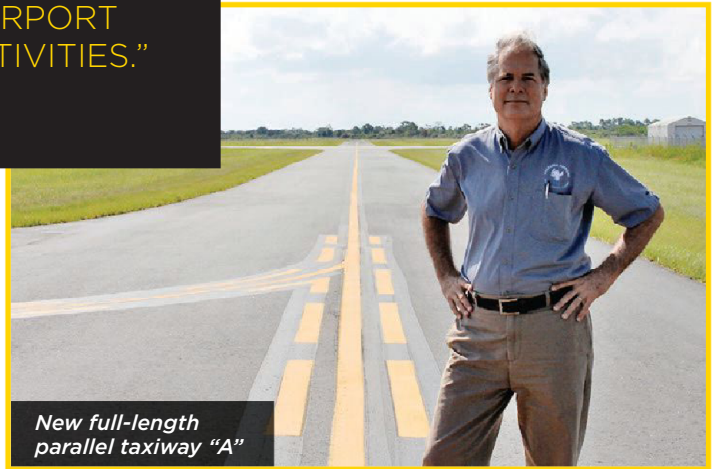
**“LOOK HOW THE AIRPORT HAS CHANGED...  
WE HAVE A FULLY FUNCTIONAL AIRPORT  
COMPLIMENTED BY RECREATIONAL ACTIVITIES.”**

Steve Borowski,  
Manager of Valkaria Airport

Police Department. He also trained with the department's dive team and organized the Palm Bay Para-Fly-In, an event that brought powered paragliders from around the country to Valkaria Airport to raise money for Palm Bay Police Department's Police Athletic League.

Last fall, the new infield was filled with music as the airport played host to its first Space Coast Rock 'N' Blues Festival. The event featured a variety of musical acts, including Blues Hall of Fame guitarist Johnny Winter. Borowski said Valkaria Airport, which hosts the annual Valkaria Air Fest, hopes to bring additional musical events to the airport's infield in years to come with the goal of one concert and, hopefully, one classical music event each year. "It's a county asset and we encourage the public to use it, in the air and on the ground!"

The airport, with funding from the Federal Aviation Administration and the Florida Department of Transportation, has invested more than \$14 million in upgrades that include a new taxiway and apron, fencing, video monitoring system and new navigational and safety equipment that has helped dramatically with noise abatement in the area, Borowski said. 100% of the



**New full-length  
parallel taxiway "A"**

grant funding for these upgrades is generated through aviation fuel taxes. "Look how the airport has changed," Borowski said. "This is the result of vision by airport management, the County Manager's Office and the Board of County Commissioners as part of a master-planning effort. We have a fully functional airport complimented by recreational activities."

This year, Valkaria Airport will host a variety of public events, including a four-day International Power Paragliders event in March, a Radio-Controlled Airplane/Helicopter weekend in April and the annual Valkaria Air Fest in November. ■



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# Space Coast Area Transit COMING... TO A BUS STOP NEAR YOU

BY WENDY R. ELLIS

A MORE CUSTOMER-FRIENDLY EMPHASIS IN EVERYTHING WE DO. THAT WAS THE VISION THAT DROVE JIM LIESENFELT, THE DIRECTOR OF SPACE COAST AREA TRANSIT, TO TOTALLY REDESIGN THEIR 20-YEAR OLD BUS STOP SIGNS.

The new signs, which are currently being phased in, are made of a high-intensity reflective material that is much more visible—especially at night. A QR code on the bus stop signs link passengers to a mobile website. There, a Google Maps Trip Planner details which routes to take to and from their destination. Maps, schedules and fare information are all easily accessible from any mobile device, as well as the opportunity to connect with Space Coast Area Transit via social media—or by phone—at the touch of a button.

Apparently, the new approach has set the wheels in motion. During the last fiscal year, Space Coast Area Transit set an all-time record of over 2.8 million system-wide passenger trips—a 7.7% average increase over the prior year and a 19% increase in one month alone.

“Imagine loading the entire population of Chicago, New York, and L.A. into buses... over 17 million passengers. That is how many people have saved money, gas, and time by riding Space Coast Area Transit,” Liesenfelt stated. To put it in perspective, riding the bus has been such a “hit” in Brevard County that Space Coast Area Transit’s ridership increased every month but one since the final game was played in Yankee Stadium in 2008.

To ensure the trend continues, Space Coast Area Transit is targeting the next generation of bus riders. “In the past, we handed out transit-themed coloring pages,” said Liesenfelt. “But in this day and age, if you want to be able to get the attention of elementary school kids, you better be able to put it on some type of mobile device.”

The solution? “Bus-4-Life,” an app developed by Space Coast Area Transit that can be downloaded for free on Google Play and iTunes.

The app includes transit themes of less gas stations and more green space, zapping cars—but not buses—off the road, and practicing difficult bus operator maneuvers. When the app was submitted to the Florida Public Transportation Association (FPTA) in competition with hundreds of other marketing ideas from transit systems throughout the state of Florida, FPTA



judges unanimously selected the award-winning “Bus-4-Life” as their favorite entry.

In addition to providing bus service, Space Coast Area Transit partners with v-Ride to oversee one of the largest van-pool programs in the nation. Brevard vanpools have traveled over 322,001,014 miles, the equivalent of going from the earth to the moon 1,278 times.

According to Liesenfelt, “commute options” not only benefit residents, but



“BUS-4-LIFE” IS AN APP DEVELOPED BY SPACE COAST AREA TRANSIT. THE APP INCLUDES TRANSIT THEMES OF LESS GAS STATIONS AND MORE GREEN SPACE, ZAPPING CARS — BUT NOT BUSES — OFF THE ROAD, AND PRACTICING DIFFICULT BUS OPERATOR MANEUVERS. THE APP CAN BE DOWNLOADED FOR FREE ON GOOGLE PLAY AND iTUNES.



also the businesses that need to get their employees to work, as well as the tourists who are visiting the Space Coast. "Having these options helps put Brevard County 'on the map' and makes us more attractive to high tech types of industry," he said.

Last fiscal year, the Board of County Commissioners provided the matching grant funds Space Coast Area Transit needed to bring new bus service to the Rockledge/Viera area. "Launching the Rockledge/Viera Route 7 enhanced our community by increasing mobility for our residents; improving air quality by decreasing traffic; allowing employers the flexibility to expand their search to attract top talent; and allowing job seekers the transportation to get to the job they want," said Liesenfelt.

The service gives Space Coast Area Transit the opportunity to serve both residents and employers along corridors such as Murrell Road, Viera Boulevard, U.S. 1, Barnes Boulevard, Wickham Road, and Spyglass Hill Road. The expansion encompasses numerous employers, large and small,

including Brevard Workforce—a place where people come to learn business skills, set out on a career path, find employment, and help keep our economy strong.

What's next in 2014? Liesenfelt said that Space Coast Area Transit is currently assessing every bus stop to create a prioritized plan of action for installing bus benches and shelters. Additionally, Space Coast Area Transit recently received four new state-of-the-art full size transit buses that were purchased with federal grants. "These buses will allow us to implement a plan to reduce overcrowding on routes 1, 4, 6, and 25, which are currently over capacity," he stated.

Re-thinking your commute impacts everyone in Brevard County in positive ways. Space Coast Area Transit helps shape our community by benefiting our people, our businesses, and our local economy. So, when can residents expect to see a new bus stop sign? Liesenfelt says to keep your eyes open.

They're coming soon... to a bus stop near you! ■

**“IMAGINE LOADING THE ENTIRE POPULATION OF CHICAGO, NEW YORK, AND L.A. INTO BUSES... OVER 17 MILLION PASSENGERS. THAT IS HOW MANY PEOPLE HAVE SAVED MONEY, GAS, AND TIME BY RIDING SPACE COAST AREA TRANSIT.”**

Jim Liesenfelt,  
Space Coast Area Transit Director

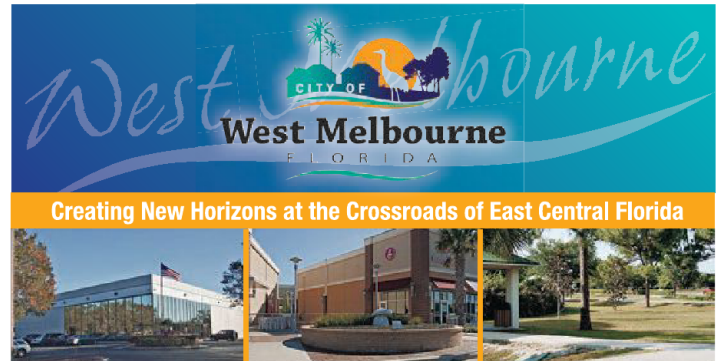


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# MIRACLE CITY TOWNE CENTER COMING SOON

BY MARIA SONNENBERG



**T**ROY POST WILL THOROUGHLY ENJOY SEEING TITUSVILLE'S TIRED AND EMPTY MIRACLE CITY MALL FINALLY GO UNDER THE WRECKER'S BALL.

As executive director of the North Brevard Economic Development Zone, Post is all about promoting development and growth in the northern part of the Space Coast. Miracle City Mall has long been one of the community's targets. "Most people would consider the current mall a blight to the area," says Post. "We have a two-phase redevelopment plan for that site that would eventually result in 300,000-square-feet of retail, medical, entertainment and office space.

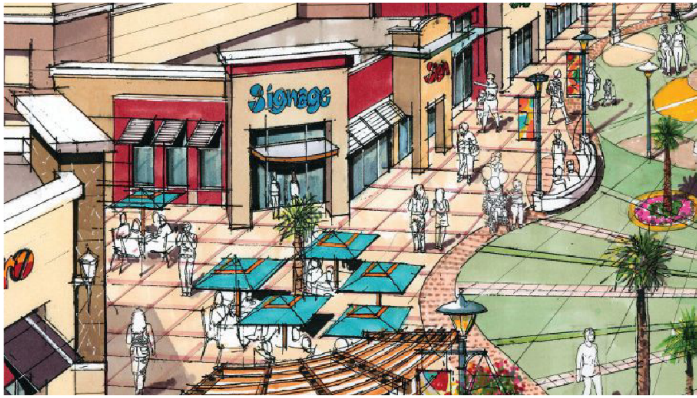
The proposed Miracle City Towne Center is expected to create more than 800 jobs

representing a payroll of \$26.6 million, bolstering retail trade and employment numbers in Titusville and adjacent areas, not to mention an economic multiplier effect that would result in an additional 428 jobs within the community. The project would also keep millions of dollars in sales now being spent outside the area. "The north end of the county has been losing its retail base to other counties," says Post.

Created in 2011 by the Brevard County Board of County Commissioners, the North Brevard Economic Development Zone, or

*Artist renderings provide a glimpse of the planned development of the Miracle City Towne Center in Titusville on property that now is home to the empty (bottom left) Miracle City Mall.*





“WE HAVE A TWO-PHASE REDEVELOPMENT PLAN FOR THAT SITE THAT WOULD EVENTUALLY RESULT IN 300,000-SQUARE-FOOT OF RETAIL, MEDICAL, ENTERTAINMENT AND OFFICE SPACE.”

Troy Post,  
Director of North Brevard  
Economic Development Zone

NBEDZ, has been tasked with diversifying the economic base of North Brevard and aiding in the development of its industry. The zone encompasses County Commission District One, 200-square miles that include the City of Titusville and reach as far south as the boundaries of the City of Cocoa.

In addition to nurturing and expediting redevelopment projects, NBEDZ's goals include creating financial and non-financial incentives to encourage the growth of new businesses with high-wage permanent full time jobs in North Brevard, facilitating infrastructure demands of businesses and

furthering entrepreneurship among small businesses in the area through financial assistance.

Beyond the Miracle City Mall rebirth, NBEDZ is also monitoring plans for an in-land port facility near Port St. John to accommodate cargo ships with contents destined for distribution in Central Florida. The project has the potential of creating 500 direct jobs. At Spaceport Commerce Park NBEDZ is also helping to market and improve the 180-acre site to attract additional tenants. 120 acres of the property have yet to be developed.

“The North Brevard Economic Development Zone provides the county with a strong incentive to bring and expand the businesses in a part of our community that could use assistance,” said County Commissioner Robin Fisher. ■

For more information on the North Brevard Development Zone, visit [NBEDZ.com](http://NBEDZ.com) or call 321-264-6750.



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- ❖ Home to technology, the stars, and beyond.
- ❖ Highly focused on diversification of our commerce base.
- ❖ Charming downtown area/Home to three marinas.

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Laura Canady, J.D., M.B.A.  
Economic Development Director • (321) 269-3221

# HOUSEHOLD SOLID WASTE COLLECTION INFO & TIPS

*from*  
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necessary!

For residents of unincorporated Brevard County, Cocoa, Cocoa Beach, Indian Lake Shores, Indian Harbour Beach, Malabar, Melbourne, Palm Bay, Satellite Beach and West Melbourne:

## COLLECTION TIPS

- Place your garbage, yard waste, and recyclables within five feet of your curb.
- When using automated carts, please keep a 3-foot distance between carts and from mailboxes or other objects. Don't park cars in front of or close to your carts.
- Set out your garbage, yard waste, and recyclables by 6:00 AM on your collection day.
- Collectors may pick up anytime during the day.

## YARD WASTE

- Loose materials such as pine needles, leaves and small twigs must be containerized in reusable garbage cans. Please do not bag yard waste.
- Hired landscaping, land clearing or tree trimming services must remove any vegetative waste they generate on residential and commercial properties.
- For the safety of our employees, branches and limbs can be no longer than 4 feet in length, 4 inches in diameter, less than 50 pounds in weight, and must be stacked uniformly within 5 feet of your curb.

## GARBAGE

- Garbage should be in containers, particularly when using automated collection carts.
- Up to four tires without rims will be collected curbside per year. To ensure timely collection of tires, bulk or white goods, contact WM Customer Service to schedule collection.
- Construction and demolition debris is not collected curbside. Contact Waste Management for alternatives, including The Bagster,™ a 3-cubic-yard collection container ideal for household projects. Go to [www.TheBagster.com](http://www.TheBagster.com) or call (877) 789-BAGS (2247).

## FOR INFORMATION ON DISPOSING OF HOUSEHOLD HAZARDOUS WASTE INCLUDING:

- PAINT
- AUTOMOTIVE FLUIDS
- POOL CHEMICALS
- PESTICIDES
- NEEDLES

Call (321) 633-2042 or go to [WWW.BREVARDCOUNTY.US/SWR](http://WWW.BREVARDCOUNTY.US/SWR)

## Single Stream Recycling



**PAPER:** Newspapers, magazines, catalogs, office paper, junk mail, envelopes with & without windows, telephone books and brown paper bags. Please, no plastic bags or film.

**CARDBOARD:** Milk & juice cartons, paper towel and toilet tissue rolls, paperboard food boxes, aseptic boxes, corrugated cardboard boxes. Please flatten all boxes.

**ALUMINUM & STEEL CANS:** This includes aluminum and steel cans, empty aerosol cans, clean foil and aluminum food pans. Please rinse.

**GLASS BOTTLES AND JARS:** Glass bottles and jars only, all colors. Please,

no drinking glasses, window glass or ceramic cookware. Please rinse.

**ALL PLASTIC BOTTLES:** A bottle is any container that has a neck smaller than the base. Please remove caps. Please rinse. NO motor oil, pesticides, antifreeze, or pool chemical bottles.

Contact Waste Management Customer Service for recycling information for compact fluorescent light (CFL) bulbs, fluorescent tube bulbs and electronics including computers, laptops, monitors, keyboards & mice, scanners, printers, fax machines, stereos, radios, DVD/VCRs and televisions.



To Contact Waste Management in: North Brevard ■ (321) 636-6894

South Brevard ■ (321) 723-4455

email: [centralfloridaservice@wm.com](mailto:centralfloridaservice@wm.com) ■ [www.wm.com](http://www.wm.com)





## RECYCLE OFTEN. RECYCLE RIGHT.

make, imagine the positive impact whole communities could have by recycling often and recycling right.

Certain offenders can slow down the process or even ruin a recycling load. These no-no's include plastic bags, food or greasy containers, and liquids or soggy items. Below is a quick reference list of DOs and DONTs of recycling. [To learn more visit www.ThinkGreen.com](http://www.ThinkGreen.com)

### DO recycle CLEAN items, including:

- Recyclable plastic containers
- Steel/tin/aluminum items
- Newspapers with no plastic wrap
- Junk mail ■ Catalogs
- Phone books
- Magazines without wrappers
- Flattened cereal/snack boxes & cardboard

### DO NOT Include:

- Loose plastic bags or package wrap
- Broken/sharp glass ■ Liquids
- Ceramic materials ■ Scrap metal
- Cloth/clothing ■ Food/yard waste
- Hazardous items ■ Shredded paper
- Nonrecyclable plastics
- Frozen food containers



## Compressed Natural Gas Fleet

**W**aste Management not only works to pick up today's trash and recycling, but is helping to build a more environmentally sound and sustainable future. In 2014 we will replace 45 diesel trucks with Compressed Natural Gas trucks, which will be fueled at our on-site fueling station.

Every truck we replace with natural gas reduces our diesel use by an average of 8,000 gallons per year, while simultaneously reducing greenhouse gas emissions by 22 metric tons. Compressed natural gas is one of the cleanest fuels currently available for use in heavy-duty trucks. In addition, CNG-fueled trucks are much quieter than traditional diesel-powered trucks, a considerable benefit to the residential neighborhoods.

## Bikes for Tykes

**W**aste Management customers may leave unwanted bicycles curbside on their garbage collection day to be refurbished at the Sheriff's Work Farm by inmates. Residents also have the option of dropping bikes off directly at the Sheriff's Work Farm (seven days a week) located at 2955 Pluckebaum Road, Cocoa, Florida 32926.

The program was established in 2006 at the Sheriff's Inmate Work Farm and utilizes inmate labor to refurbish donated, abandoned or unclaimed bicycles. Since the start of the program more than 5,000 bikes have been donated to local children and adults.



Did you know recycling just one aluminum can saves enough energy to:



Run a TV for two hours?



Power a 14-watt CFL bulb for 20 hours?



Power a computer for three hours?

When you think of the difference just one person could make, imagine the positive impact whole communities could have by recycling.

## HOLIDAY COLLECTION SCHEDULE 2014

Waste Management observes the following holidays:  
**Memorial Day, Fourth of July, Veteran's Day, Thanksgiving and Christmas.**

Unincorporated Brevard County residents and all cities, except West Melbourne and Palm Bay, will be serviced on the next scheduled service day. West Melbourne residents will be serviced the day after the holiday. Palm Bay residents will be serviced the Saturday prior if the holiday falls on a Monday or Tuesday and the Saturday after if the holiday falls on a Wednesday, Thursday or Friday.

# Brevard County's Annual Report

## LOOKING BACK AT 2013

BY HOWARD TIPTON

THIS SECTION SERVES AS BREVARD COUNTY'S 2013 ANNUAL REPORT. EACH DEPARTMENT IS LISTED, ALONG WITH A BRIEF DESCRIPTION OF ITS FUNCTIONS, HIGHLIGHTED ACCOMPLISHMENTS, AND COMMON QUESTIONS AND ANSWERS.

We are proud of the way in which the County has continued to serve its residents, in light of fiscal constraints. Brevard is the 10th-largest\* county in the state of Florida, with the 10th-lowest\* tax burden. Looking back at 2013, our priorities were many and we made every attempt to apply resources to achieve them. We've done this in spite of declining property values, increasing community needs, and reduced spending. This leads to continued innovation in our operations and maintaining services while reducing spending.

When looking at the County's budget, it is important to understand the requirements of governmental budgeting and fund accounting. You may have heard that the County has a budget of approximately \$939.3 million, and while that is true, this figure is artificially inflated due to the fact that non-cash transactions, such as transfers and reserves, are shown as revenues and expenditures.

Actually, the County had a \$526.3 million recurring budget for FY 2012-2013, far less than \$1 billion. Of that, \$318.3 million was restricted to services such as Utilities,

Solid Waste, and Roads, and could not be used to support other government functions, due to legal restrictions, voter-approved referendums, grant requirements, and federal and state guidelines.

The overall \$193 million budgeted for our general government operations includes allocations to elected constitutional officers (Sheriff, Clerk of Court, Supervisor of Elections, Tax Collector, and Property Appraiser), Board departments, court services, state mandates, and outside agencies.

We have worked diligently to find creative ways to reduce the burden to taxpayers. During the last six years, the Board has reduced expenses by cutting 452 positions, freezing pay increases, deferring maintenance and capital projects, reducing debt obligations, eliminating cost-of-living adjustments, and replacing our HMO health insurance plans with a high-deductible program.

As we move forward, the County Commission and our employees remain committed to providing you quality service and great value.

**The leveraging of tax abatements and economic development incentives facilitating the recruitment and retention of various companies with the following projected performance indicators.**

■ **DIRECT JOBS**  
1,931

■ **RETAINED JOBS**  
6,018

■ **CAPITAL INVESTMENT**  
\$354 MILLION

■ **ECONOMIC IMPACT**  
\$1.19 BILLION

■ Brevard County Library System's Talking Books Department was awarded "Best Sub-Regional Library for 2012" by the Library of

Congress in recognition of library services to 1,800 blind or physically handicapped citizens.

- Fire Rescue was recognized as a State Certified Training Facility and is now one of only a small group of departments that hold this certification. Having an "in-house" training facility allows employees to be trained well above the state's minimum requirements, which enhances safety for firefighters and provides residents the highest level of service.
- Public Works completed the Wickham Road Intelligent Transportation System (ITS) Project from Pineda to Shoppes Drive.
- Space Coast Area Transit continues a trend in increased

ridership, seeing an 8% jump to surpass 2 million annual passenger trips.

- Planning and Development became certified as "Open for Business" through the MyRegion.org campaign to streamline and unify permitting and licensing application processes encompassing 93 Central Florida cities and counties.
- Natural Resources Management secured an estimated \$33 million in federal and state funds to address erosion losses caused by Hurricane Sandy.
- In September, Solid Waste began implementation of a new "automated cart" Solid Waste Collection & Recycling Agreement with Waste Management for unincorporated Brevard.



# Budget Question & Answer

(321) 633-2153 ■ [BrevardCounty.us/Budget](http://BrevardCounty.us/Budget)

## Q&A WHAT IS THE MAKE-UP OF THE 2014 BREVARD COUNTY BOARD OF COUNTY COMMISSIONERS' \$958.5 MILLION BUDGET?

The budget is separated into two parts — Recurring and Non-Recurring revenue.

- A recurring revenue source (\$538.9M) is a source of money used to support county expenditures, which by its nature can be relied upon, at some level in future years. These sources of funds can fluctuate in value from year to year.
- A non-recurring revenue source (\$419.7M) is a one time source of money available to the county. It cannot be relied upon in future years.

**Recurring Revenue**  
\$538.9 Million

**Non-Recurring Revenue**  
\$419.7 Million

## Q&A WHAT ARE THE REVENUE SOURCES OF THE \$538.9M RECURRING REVENUE BUDGET?

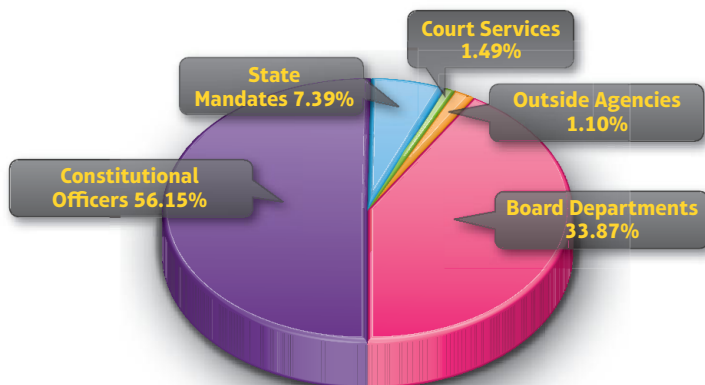
The \$538.9M recurring revenue budget is the primary source to fund operating expenditures for the county. The sources of revenue range from property taxes to grants from state and federal agencies. Approximately \$326.9M of the \$538.9M operating revenues are restricted for services such as Utilities, Solid Waste, and Roads, and cannot be used to support other government functions.



## Q&A ON MY TAX AND ASSESSMENT BILL, I SEE VARIOUS RATES FOR TAXES.

**WHERE DOES THE MONEY GO?** Property tax and assessment bills can differ for each citizen and vary based on where they live, property values, exemptions and the rates set by various taxing authorities. This chart shows the distribution of one dollar of property taxes and assessments for a residence in the City of Palm Bay with a taxable value of \$100,000.

From the example to the left, 28¢ is allocated to the Brevard County Board of County Commissioners. The remaining portions are allocated to the School Board (33¢), Municipality (37¢), Water Management Districts (1¢) and Independent Special Districts (1¢). These agencies operate independently of the Brevard Board of County Commissioners.



## Q&A HOW ARE GENERAL REVENUES ALLOCATED?

General revenues are allocated to elected constitutional officers (Sheriff, Clerk to the Board, Supervisor of Elections, Tax Collector, and Property Appraiser), state mandates, court services, outside agencies (economic development, community based organizations, and Brevard Cultural Alliance) and county departments under the Board of County Commissioners.

# Library Services

800-210-0357 ■ [BrevardCounty.us/PublicLibraries](http://BrevardCounty.us/PublicLibraries)

Brevard County Libraries comprises 17 public libraries, in addition to the County Library Connection at Rockledge City Hall, a pick-up/drop-off location. Books, CDs, DVDs, magazines, books-on-tape are all available for check-out to those citizens with a valid library card. An online catalog, Wi-Fi and internet access are available as are Talking Books for the Blind and local documents/genealogy. Programming which meets the needs of toddlers through senior citizens can be found at all 17 libraries. Friends of the Library groups and the Brevard Library Foundation provide funding for special programs and additional library materials.

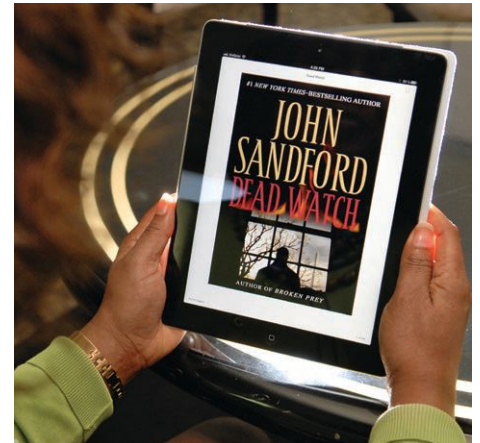
## MAJOR ACCOMPLISHMENTS:

- Served 2.9 million visitors
- Provided reading programs, homework and science project help to nearly a quarter million children
- Served 1.6 million visitors with PC training and assistance, online job and government service applications, and traditional reference services
- Checked out 5.1 million items
- Doubled e-book collection to over 8,000 titles and checked out over 200,000 e-books
- Provided 5,864 educational programs for adults and children
- Partnered with United Way in its childhood literacy outreach
- Partnered with Guardian ad Litem to provide library cards to foster kids (library cards allow them to ride for free on Space Coast Area Transit Buses during the summer months)
- Converted storage space at Central Library into archive facility for use by Historical Commission

## POINTS OF INTEREST:

### Viva! Florida 500 Celebrations & Time Capsule

The Brevard County Libraries celebrated the 500th anniversary of the European discovery of Florida with a variety of programs about Florida history. A Time Capsule to commemorate this historic year will be put on display at the Government Center, where it will remain until opened on October 22, 2063. The committee established a contest for school children to create a written or graphic work on the theme: What Brevard Means to Me. It contains four winning entries from school children on the theme "What Brevard Mean to Me," along with a variety of items from the County.



## 2014 GOALS

- Early Child Literacy: In partnership with United Way and other agencies will utilize Youth Services teams and Mobile Library to reduce child literacy, high-school drop-out, and incarceration rates.
- Enhanced Tools for the Deaf: Will increase Talking Books Library services to deaf patrons including adding special PCs, and classes in American Sign Language.
- Creative Lab: To work closely with Brevard Library Foundation on a multi-year project to establish a Creative Lab at Central Brevard Library. The lab would include video and audio equipment, electronic kits, and a 3-D printer. Libraries will partner with a variety of community agencies to provide training classes in the lab, including working with the Brevard Cultural Alliance on creating programs on the visual and musical arts for children. Entrepreneurs and designers would be able to use the 3-D printer to engineer and produce prototypes.





# Utility Services

(321) 633-2091 ■ [BrevardCounty.us/UtilityServices](http://BrevardCounty.us/UtilityServices)

Utility Services provides for the protection of the public health through the operation and maintenance of public-owned water and wastewater systems.

## MAJOR ACCOMPLISHMENTS:

- Provided approximately 75,500 customer connections
- Maintained 1,034 miles of wastewater lines
- Maintained 123 miles of reclaimed water lines
- Maintained 223 miles of drinking water lines
- Operated and maintained 272 pump stations
- 8,000 laboratory samples analyzed
- Replace or Rehabilitation of 3 lift stations
- 10,607 Utility locates were performed
- Over 5,250 maintenance work orders completed
- Demolition of Headworks & Rehab of Aerator at Sykes Creek Regional WWTP
- Approximately 156 land development plan reviews
- 10,607 Utility locates were performed



## POINTS OF INTEREST:

Utility Services Department operates six wastewater treatment plants and three drinking water plants, providing quality drinking water, reclaimed irrigation water, and wastewater services throughout Brevard County, operating 24 hours a day, seven days a week. As an enterprise operation, the Utility is funded entirely from customer user fees and does not receive any tax dollars.

- Treatment capacity of wastewater—21.8 million gallons daily
- Treatment capacity of drinking water—3.5 million gallons daily
- 153 Utility Employees



# Information Technology

(321) 617-7395 ■ [BrevardCounty.us/InformationTechnology](http://BrevardCounty.us/InformationTechnology)

Information Technology provides telecommunications support, computer system management and security, and software development support and services to County agencies in order to increase the efficiency of County personnel in meeting their obligations to the citizens of Brevard County.

## MAJOR ACCOMPLISHMENTS:

### Telecommunications

- Reduced Library System's circuit costs by \$63,000 per year and increased grant reimbursements by 10% utilizing wireless technology
- Reduced costs by 80% by taking a multi-vendor approach to select circuits

### Support Services

- Installed and configured new storage controllers at Emergency Operations Center and Moore Justice Center
- Upgraded Financial Management System

### Client Services

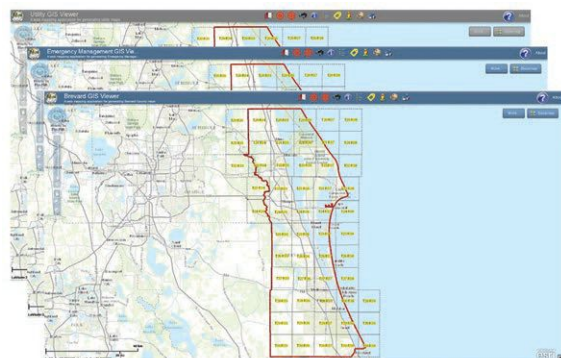
- Implemented LANDesk Service Desk system to develop an Information Technology Infrastructure Library complaint environment

### 2014 Goals

- Create a mobile device, friendly website
- Implement wireless Wide Area Network (WAN) where applicable
- Improve efficiency by implementing technology

## POINTS OF INTEREST:

The IT Department manages over 2,000 personal computers and over 150 computer servers and provides telephone services to over 3,500 employees across County Departments and multiple Constitutional Offices.



# Animal Services

(321) 633-2024 ■ [BrevardCounty.us/AnimalServices](http://BrevardCounty.us/AnimalServices)

Animal Services and Enforcement provides public safety and animal sheltering services, as well as animal registration. Public health protective services are delivered through the rabies control program, dangerous animal mitigation program, nuisance abatement, law enforcement support, code enforcement, emergency/disaster services, and cruelty and neglect investigations. 13 officers deliver these services throughout the county including all incorporated cities. Animal sheltering houses and cares for over 16,000 lost animals and animals released by their owners. Additional services are animal adoption placement, animal rescue outreach, veterinary medical services for animals under the County's care, lost and found services, impoundment of dangerous animals, holding of rabies suspect animals and volunteer services.

## MAJOR ACCOMPLISHMENTS:

- Placed over 2,559 animals in forever homes
- Increased pet retention
- Increased spaying and neutering opportunities through creation of partnerships and community efforts to save more lives
- Cared for 14,155 animals
- Decreased intake by 7.1%
- Increased outreach, foster, and community partnerships
- Generated an overall live release rate of 58%
- Generated 60 more adoptions over previous year
- Provided 548 sheltered animals with medical treatments
- Performed 2,011 surgeries
- Issued 1,154 warnings
- Issued 954 citations
- Quarantined 376 animals Responded to 1,652 bite investigations
- Impounded 191 animals
- Impounded animals to their owner
- responded to 26,293 calls for service
- Investigated 1,652 bite cases
- Switched to Asilomar Accords for measuring live release rate
- Co-created the largest pet adoption event in Brevard County history, called "Rescue Me"
- Utilized volunteers for increased shelter activity and outreach/adoption events
- Initiated volunteers training volunteers
- Increased community outreach by Animal Control Officers
- Refocused on high priority service requests with risk to public safety
- Provided T-shirts to shelter staff for uniformity and identification
- Expanded Foster-to-Adopt program with community business partners, including veterinary clinics and dog day care and boarding facilities
- Created and initiated Health Watch in the shelters
- Collaborated with Health Department to make rabies pre-exposure shots available to all shelter staff and Animal Control Officer
- Implemented Public Service Announcements via digital outdoor billboards, promoting "It's COOL to ADOPT!"
- Raised funds for shelter upgrades and to promote reduction in pet obesity
- Staged multiple off-site adoption events
- Adopted Dog Beach ordinance by County Commission
- Completed Public Works drainage project at the south shelter providing dog play area
- Started installation of radiant heat system for kennels at the south shelter

## POINTS OF INTEREST:

### Animal Care & Adoption Centers

**North: (321) 264-5119**

**South: (321) 253-6608**

North and South Animal Care Centers are open daily from noon to 6 p.m. and are closed on Wednesdays.

**Volunteers play a vital role in shelter operations** and caring for the pets housed at the county's two Animal Care facilities. If you'd like to become a volunteer, visit [brevardcounty.us/AnimalServices/Home](http://brevardcounty.us/AnimalServices/Home) and click on Volunteer opportunities

**Wild animals?** We frequently receive calls concerning wild animals. Animal Services and Enforcement does not respond to wildlife complaints unless there is a public health issue (i.e. aggressive approach, wildlife inside dwelling, sick or injured.) A wildlife trapper or other animal removable service would need to be called.

### A license is your pet's ticket home should it become lost.

When a lost animal is found with current identification, our Animal Control Officers can quickly notify its owners that it is safe at the shelter.

### License fees pay for many worthwhile services, such as:

- Keeping stray animals off the streets and out of danger.
- Transporting injured animals to veterinarians for medical help.
- Investigating cases of animal cruelty and neglect, and seeing to a pet's general welfare.
- Households with Licensed Pets, dog owners 31%; cat owners 6%

## 2014 GOALS

- Increase licensing compliance for domestic pets by creating online pet registration and outreach to veterinary clinics
- Explore opportunities for private and/or publicly funded pet sterilization subsidy program
- Increase collaboration with animal welfare groups for increased pet adoption, rescue and retention programs
- Initiate Shelter Food Program to provide diet consistency for the animals in our care





# Space Coast Government Television and Communications

(321) 690-6843 ■ [BrevardCounty.us/scgtv](http://BrevardCounty.us/scgtv)

Space Coast Government Television and Communications provides information about County government through a cable-access government channel, the Internet, the news media, and electronic media. SCGTV broadcasts 24 hours per day, seven days per week with programming such as Brevard County Commission meetings and Cocoa, Cocoa Beach, Melbourne, Palm Bay, Titusville, and Barefoot Bay Recreation District council meetings. The station also produces public service announcements for county programs and services. Communications produces County press releases, the annual report, and employee newsletter, as well as handling media relations and social media including Facebook and Twitter.

## MAJOR ACCOMPLISHMENTS:

- Produced and aired 358 meetings, programs and public service announcements, equaling 62.1% of all SCGTV programming
- Participated in statewide Emergency Management Hurricane Drill
- Produced Domestic Violence public service announcement in conjunction with national anti-Domestic Violence campaign
- Produced off-site Transportation Planning Operations Transportation Symposium focusing on future transportation needs and priorities
- Produced off-site public forum on Indian River Lagoon
- Produced annual Legislative Delegation forum
- Produced and Initiated recurring Creature Feature series to highlight adoptable animals



## POINTS OF INTEREST:

Space Coast Government Television not only airs live Brevard County Board of County Commissioner meetings, but routinely airs municipal meetings from Barefoot Bay, Cocoa, Cocoa Beach, Melbourne, Palm Bay and Titusville.

In 2013, there were 151 municipal meetings aired, totaling nearly 335 hours of programming. Another 2,544 hours—or 29%—of SCGTV content included the Florida Legislature and state of Florida programming.

## WHERE TO FIND US:

- Bright House Channel 199 or 99-2
- Comcast (North Brevard) Channel 51
- Comcast (South Brevard) Channel 13



# Emergency Services

(321) 637-6670 ■ [BrevardCounty.us/EmergencyServices](http://BrevardCounty.us/EmergencyServices)

Emergency Management provides governmental control and coordination of emergency operations; develops and maintains the County's Comprehensive Emergency Management Plan; coordinates emergency management activities, services and programs within the county; administers and maintains the countywide Public Safety radio system and provides coordination and administration of the E 9-1-1 system.

## MAJOR ACCOMPLISHMENTS:

- Participated as focal point of statewide hurricane exercise centered in Brevard
- Developed response plan for rail incidents in preparation for passenger rail service
- Installed new generator to support emergency operations, public safety radio system & BCFR dispatch
- Assisted Eastern Florida State College with Public Safety Telecommunicator course development, certification, instruction and graduation of inaugural class
- Public Safety Telecommunicator Course successfully completed 5 certification classes for Public Safety Answering Points; 50 telecommunicators were trained and certified with State-mandated 232-hour course
- Performed 911 VIPER system upgrades, allowing VoIP technology to deliver next-generation emergency call-handling services
- Added additional 800 MHz frequencies from FCC and created new frequency plan
- Completed build-out of the Florida Mutual Aid radio system to comply with State mandates, accomplished with grant funds
- Acquired tower site security cameras, Land-Mobile Radio communication instrument and emergency deployment tools through Urban Area Security Initiative grants.



## POINTS OF INTEREST:

**Do you have an unlisted phone number?** Is your only phone a cell phone? If so, then you will not receive emergency call notifications regarding your home, such as boil water notices, or evacuation notices for events such as gas leaks.

**Stay informed:** Register your phone number with Emergency Management via the self registration portal.

**Here are the simple and easy steps:** Go online to [alertregistration.com/brevardfl/](http://alertregistration.com/brevardfl/) or [embrevard.com](http://embrevard.com) and click on the "alert signup" button.

■ Follow the simple directions to fill in contact information.

■ Once registered, if we do a call notification in your area, you will now be notified.

**For more information, contact Lacie Davis in Emergency Management, at 321-637-6670.**

**Please share this information with your family, friends, and neighbors.**

# Human Resources

(321) 633-2031 ■ [BrevardCounty.us/HumanResources](http://BrevardCounty.us/HumanResources)

Human Resources recruits applicants for employment; provides pre-employment drug testing; processes new employees; maintains personnel records; recruits volunteers and interns for Brevard County government agencies; ensures equal employment; provides internal training opportunities; provides Risk Management services; and benefits administration.

## MAJOR ACCOMPLISHMENTS:

- Focused on ethics and ethics training
- Hosted an Ethics Workshop
- Incorporated ethics as part of new employee orientation program
- Implemented interactive ethics training as part of the Employee Development Program
- Included Ethics as part of Executive Leadership program
- Incorporated ethics-related questions into employee engagement survey
- Implemented "Volunteer Stars Light Up Brevard" to recognize volunteers who play a vital role in day-to-day operations

## POINTS OF INTEREST:

BRAVE (Brevardians Responding As Volunteers) is a Human Resources initiative that invites citizens with a variety of backgrounds and experiences to participate in Brevard County Government. BRAVE volunteers and interns with knowledge, skills and energy help expand and enhance the delivery of services in county departments, offices and programs. County government is also a good place for students or the unemployed to gain experience and build skill sets for resumes.

For volunteer opportunities and applications: [www.brevardcounty.us/HumanResources/Brave](http://www.brevardcounty.us/HumanResources/Brave) or contact (321) 633-2031.



# Planning & Development

(321) 633-2070 ■ [BrevardCounty.us/PlanningDev](http://BrevardCounty.us/PlanningDev)

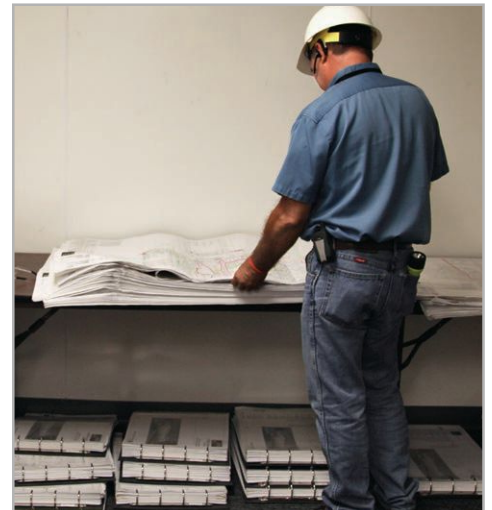
Planning & Development enhances Brevard citizens' quality of life throughout review of new development for compliance with building and land development codes.

## MAJOR ACCOMPLISHMENTS:

- Received SNAP (Simplified Nimble Accelerated Permitting) recertification
- Qualified as an Open for Business partner in MyRegion's Central Florida initiative
- Implemented Smart Phone technology for routing and tracking building inspection functions through Accela mobile app
- Initiated online Contractor Licensing Search to enable residents to search for licensed valid contractors through [BrevardCounty.us/Licensing](http://BrevardCounty.us/Licensing)
- Redesigned department web pages

## 2014 GOALS:

- Expand online capabilities, including submittal of building permits application, specifications, & plans; submittal subdivision, site plan, zoning, & associated applications, engineering studies & plans; renewal of contractor licenses; filing code enforcement & unlicensed contractor complaints; and verifying zoning on property via GIS
- Optimize use of Accela software, including auto-assigning of requested building inspection to a credentialed inspector or code enforcement officer within geographic boundary; employ smart phone app for code enforcement officers; establish customer accounts through Accela Citizen Access to track projects, receive & respond to staff comments; implement Accela Expression builder which allows for in-house "customization"; and establish Electronic Plan Review



## POINTS OF INTEREST:

- The Building Code Division issued 12,597 construction permits last year (1,322 more than the previous year,) including 536 for Single Family homes and 12 for multi-family units
- More than 24,480 building inspections were conducted.
- The Licensing Regulation and Enforcement agency issued 2,417 contractor licenses. Since the implementation of the online Licensed Contractor Search, 1,700 state-licensed contractors have been added to the county database. Consumers can look up their contractor by visiting [brevardcounty.us/licensing](http://brevardcounty.us/licensing)
- Six Code Enforcement Officers cover 1,557 square miles with 5,971 inspections conducted.
- Contractor Licensing processed 1,031 State Certified Contractors licensing documents; renewed 2,316 Brevard County Contractors, Masters-non contractor and Journeyman licenses; and 347 new licensing applications processed.
- Grant writing initiatives assisted County in securing over \$1million in grant funding for crash safety projects, \$175,000 in grant funding for the SR3 Courtenay Parkway Corridor Study. Applications for over \$7million in grant funding for the St. Johns Heritage Parkway were submitted (approval pending) and over \$1.5 million in grant funding for the Intelligent Traffic System (ITS) installation for SR3 Courtenay Parkway and SR528 Beachline/Port Canaveral (approval pending).
- Engaged the services of a Telecommunications Tower Consultant to review zoning applications for cell towers and prepare a Tower Master Plan for the County.

## Bussen-Mayer Engineering Group



Civil  
Engineers

Environmental  
Consultants

Land  
Surveyors

100 Parnell Street  
Merritt Island FL 32953

321-453-0010  
[bmeg.net](http://bmeg.net)



# Housing and Human Services

(321) 633-2007 ■ [BrevardCounty.us/HumanServices](http://BrevardCounty.us/HumanServices)

Housing and Human Services contributes to Brevard's quality of life by assisting citizens in meeting health, social, and housing necessities.

## MAJOR ACCOMPLISHMENTS:

- Received \$1.4M in state Low-Income Home Energy Assistance Program, Community Services Block Grant and local Emergency Assistance Funding to assist 4,422 eligible households with prescriptions, dental, utility, rental and mortgage payments, indigent burials and cremations and education, job training and supportive services
- Received \$1.3M in Federal Home Investment Partnership and State Housing Initiative Partnership funding, providing 92 Brevard County residents with home purchase and housing replacement/rehabilitation/repair assistance
- Helped prevent loss of primary homes for 211 residents through the Florida Housing Finance Corporation's Hardest Hit Program
- Sponsored with Brevard Homeless Coalition an annual "point in time count" on the homeless to leverage \$871,759 in federal grants for addressing homeless issues.
- Conducted two workshops on preventing falls within the home and distributed over 100 free night lights to seniors who attended
- The NACo Prescription Drug Discount Card program helps residents save money on prescriptions at an average savings of 27%. Since plan conception, residents have saved over \$6.6M.
- Provided services to thousands of residents, including transport services for seniors; emergency food; supportive services for the elderly; teen counseling; supportive housing services; transitional housing; children services; child abuse prevention classes; services/resources for grandparents raising grandchildren; homeless/housing services; and long-term residential recovery home for women and children; health services for at-risk youth; senior nutrition; and enrichment programs for girls in foster care
- Devoted \$176,953 in Community Development Block funding to educational and enrichment programs and \$1.1M to public improvements
- Purchased and rehabilitated 12 foreclosed home through Neighborhood Stabilization Program
- Created 5 affordable rental housing units through HOME/SHIP Rental Housing
- Removed 3 unsafe structures and cleaned one lot of junk/debris; 4,386 people benefited
- Conducted over 73 inspections, completed one replacement home, rehabilitated 16 homes and weatherized 47 residences
- Safely crossed 546,875 pedestrians and bicyclists without incident through School Crossing Guard program
- Provided claims assistance to 21,383 veteran in person, calls and emails
- Helped obtain over \$105M in VA benefits
- Country Acres Children's Home provided 24-hour-a-day supervision of 172 children who had been removed from their homes due to allegations of abuse, neglect, and/or abandonment

## POINTS OF INTEREST:

Brevard County has the 7th largest veteran population in Florida with 66,291 Veterans. The total VA compensation and pension benefits for Brevard veterans was the third-largest amount in Florida with more than \$214 million. Total Annual Expenditure of VA benefits going to Brevard residents equaled more than \$365 million.

**BEFORE**



**AFTER**



*Among services provided by Housing and Human Services is the Weatherization Assistance Program, like the solar screens, on this home in Port St. John.*

**BEFORE**



**AFTER**



*Housing and Human Services also utilizes Federal and State funds to accomplish neighborhood redevelopment such as the sidewalk project connecting Player Lane to Schoolhouse Avenue in Merritt Island.*



# Fire Rescue

(321) 633-2056 ■ [BrevardCounty.us/FireRescue](http://BrevardCounty.us/FireRescue)

Fire Rescue is dedicated to providing professional, progressive, caring service to citizens. Additionally, the Ocean Rescue staff seeks to protect both citizens and visitors to the county's beaches.



## POINTS OF INTEREST:

BCFR has almost 600 full-time personnel, 200 volunteers and reservists, plus 100 ocean lifeguards in season. That means 900 members serving the county, covering more than 1,000 square miles of land and 500 square miles of water.

BCFR responded to about 70,000 total incidents in the county; 4,800 were fires, 4,880 were motor vehicle accidents. A total of 136,397 units responded to calls for assistance, according to the latest statistics.

Brevard County is one of 42 Training Centers in the state; less than a handful which are operated completely by the fire & rescue departments.

## MAJOR ACCOMPLISHMENTS:

- Brevard County Ocean Rescue named 2013 Beach Patrol of the Year by the Florida Beach Patrol Chiefs Association
- Installed 4 new enclosed lifeguard towers
- Ocean Rescue awarded Brevard EMS Grant, allowing purchase of laptops for online training and medical and statistical documentation
- Received certification and approval from Florida Bureau of Fire Standards as a state approved Firefighter Training Facility enabling Fire Rescue to train its own non-certified personnel to state standards at its own facility
- Secured a SAFER grant, allowing for the hiring of 33 new firefighters, 30 of whom are veterans.
- Obtained Assistance to Firefighter Grant for Mobile Training Tower enabling the department to perform rope training and practice hose evolutions in a stairwell for mid-rise building fires
- Entered partnership to house and co-staff Tower 63, an aerial platform truck with maximum 100- foot reach, at Satellite Beach Fire Station for beachside response
- Acquired the "BulEx" fire extinguishing training system through two separate grants allowing BCFR to train individuals on the proper use of fire extinguishers
- Exceeded the annual goal for fire safety inspections, conducting more than 9,000 fire safety inspections covering more than 64,199,339 square feet of building area
- More than 92 percent of the violations cited have been corrected; the remaining are in the process of coming into compliance

## Brevard County's Finest Rely on Ci



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# Parks & Recreation

(321) 633-2046 ■ [Brevardcounty.us/ParksRecreation](http://Brevardcounty.us/ParksRecreation)

Parks and Recreation offers a variety of leisure opportunities and park experiences to citizens and visitors to Brevard County. Activities are provided for all ages and interests, including youth and adult leagues, community centers, camping, beautiful natural resources, family-oriented activities and quality-of-life expectations.

## MAJOR ACCOMPLISHMENTS:

- Completed Wickham Park Campground Upgrades: added sewer to existing 88 campsites with electrical upgrades; created 45 campsites with water, sewer and electric, new restroom facility and repaving/reconstructing of roadways
- Completed Chain of Lakes — Lake expansion with additional trails
- Completed North Brevard Senior Center — Lake and trails
- Improved Manatee Hammock campground restroom; added caretaker trailer, and installed ADA showers
- Completed Kelly Park Boat Ramp project—dock and seawall replacement, new floating dock, coquina shoreline stabilization and mitigation plantings
- Completed dredging and seawall, and dock improvements at Lee Wenner Park Boat Ramp
- Installed 9-hole Frisbee Golf Course at Palm Bay Regional Park
- Hosted over 1,000 attendees at Space Coast Mud Run at Wickham Park
- Participated in the statewide Viva 500 celebration, commemorating the discovery of Florida by Juan Ponce de Leon
- Held third annual Runaway Country Music Festival at Wickham Park
- Hosted 1,600 attendees at *A Seussical Celebration* at McLarty Park



KELLY PARK BOAT RAMP

## Environmentally Endangered Lands — EEL

- Received \$241,800 in grants for ecological restoration and research
- Completed Sea Turtle nesting monitoring using night-vision cameras to analyze nesting behaviors
- Treated 1,500 acres of conservation lands with



MUD RUN AT WICKHAM PARK



WICKHAM PARK CAMPGROUND



BARRIER ISLAND CENTER

## POINTS OF INTEREST:

The Parks & Recreation Department has a total of 124 developed parks, 62 undeveloped parks, 44 beach access sites, 3 county golf courses and 10 school board sites. There are three educational centers and approximately 22,466 acres of county-owned nature sanctuary lands under our Environmentally Endangered Lands program.

### To rent a park facility contact:

- **North Area Park Operations:**  
321-264-5105
- **Central Area Park Operations:**  
321-633-1874
- **South Area Park Operations:**  
321-255-4400

In general, Brevard County Parks open just after sunrise and close at dusk. Parks with Community Centers and Athletic Facilities are open after dark for scheduled activities. Operating hours for Community Centers and Nature Centers may be obtained by contacting the specific facility. Boat Ramps are open 24 hours a day. For information or for reservations for events, call the related Parks Operations Office.

prescribed fire for native habitat and species protection

- Installed and improved over 15 miles of fire control lines on nature sanctuary properties
- Hosted 1,400 visitors for Pioneer Day at Sams House Management and Education Center
- Hosted 1,200 visitors to Tour de Turtles event at Barrier Island Center
- Formed volunteer Friends Group (Pine Island Preservation Society) to support the Sams House Management and Education Center
- Restored 2,100 feet of old drainage ditches back to native habitat
- Completed 6 Eagle Scout projects



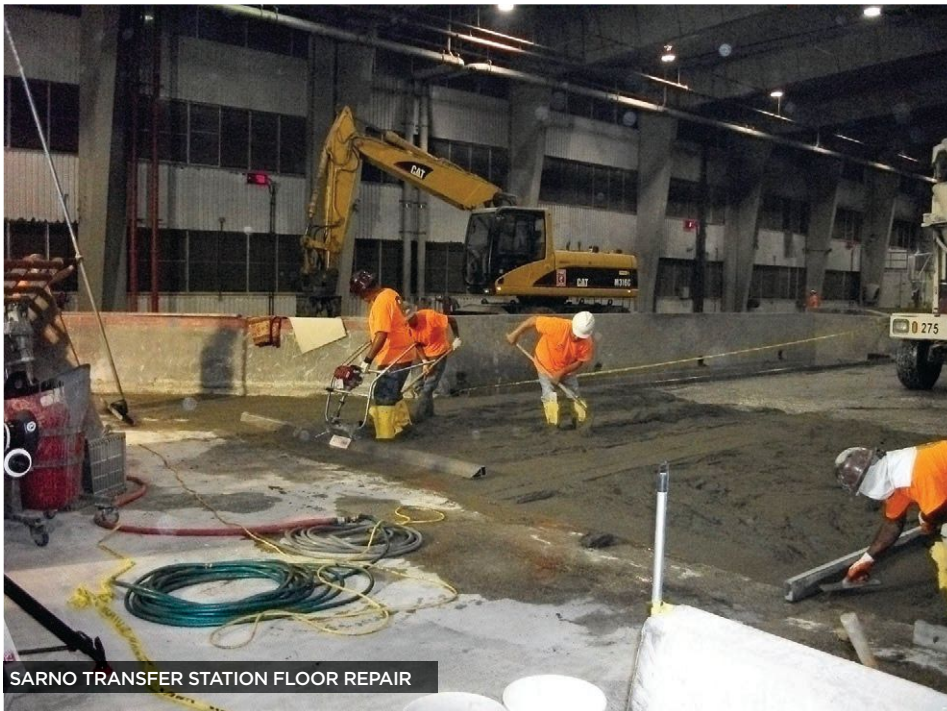
# Solid Waste

(321) 633-2042 ■ [BrevardCounty.us/SolidWaste](http://BrevardCounty.us/SolidWaste)

Solid Waste Management administers the curbside collection of garbage, yard waste and recycling for unincorporated Brevard County through waste collection contracts, collects waste tires for recycle or disposal, receives household hazardous waste, and provides yard waste mulch for citizens.

## MAJOR ACCOMPLISHMENTS:

- Prepared ground for expansion of Class III Stormwater improvements at Sarno Landfill
- Opened new Vehicle Maintenance Facility at Central Disposal Facility in Cocoa, accommodating level of maintenance required for landfill equipment, transfer trailers, rolling stock and other small equipment
- Continued work on Sarno Transfer Station Floor repair. Completion expected by end of year
- Implemented Solid Waste Collection & Recycling Agreement with Waste Management of Florida Inc. for unincorporated Brevard County.
- Began conversion of Waste Management fleet to compressed natural gas (CNG) to reduce emissions and roadside noise.



SARNO TRANSFER STATION FLOOR REPAIR



SARNO STORMWATER IMPROVEMENT



NEW VEHICLE MAINTENANCE FACILITY

## POINTS OF INTEREST:

Brevard County's Solid Waste Department operates two county landfills: The 124-acre (92 acres permitted landfill) Sarno Road Landfill, which has a life expectancy to 2019, and the 957-acre (192 acres permitted landfill) Central Disposal Facility in Cocoa, which has a life expectancy to 2015.

On average, a truck crosses the scale at one of the county's landfills every 90 seconds.

The county, through its contractor Waste Management, provides trash collection and recycling services to an estimated 90,000 customers.

As part of its contract, Waste Management delivered more than 168,000 containers to residential customers in unincorporated Brevard County.

## Contact your residential curbside waste hauler to schedule a free pickup:

### Waste Management

(321) 636-6894 or (321) 723-4455:

If you live in unincorporated Brevard such as Merritt Island, Mims, Scottsmoor or within the city or town limits of Cocoa, Cocoa Beach, Grant-Valkaria, Indialantic, Indian Harbour Beach, Malabar, Melbourne, Melbourne Village, Palm Bay, Satellite Beach, West Melbourne

**Waste Pro (321) 837-0055:** If you live within the towns of Melbourne Beach, Melbourne Village, Palm Shores and the City Cape Canaveral

**City of Rockledge (321) 690-3978:**

If you live within the city limits of Rockledge

**City of Titusville (321) 383-5755:**

If you live within the city limits of Titusville

**Drop-off** at Household Hazardous Waste and Electronic Recycling Center at 2250 Adamson Rd. Cocoa, 8a.m. to 4p.m.

# Space Coast Area Transit

(321) 633-1878 ■ RideSCAT.COM

Space Coast Area Transit's fixed route bus service drives Brevard's economy by efficiently and inexpensively connecting workers with their jobs, linking students with colleges and universities, and transporting the elderly and disabled to needed services. Brevard County also has one of the largest commuter and human service agency vanpool programs in all of Florida. State-of-the-art vans seat 7-15 passengers and are convenient, reliable and affordable. The Volunteers In Motion program offers trained volunteer assistance to Brevard County residents that are too frail or elderly to ride a bus; committed volunteers enable the program to grow and continue to be a huge success story.

## MAJOR ACCOMPLISHMENTS:

- Set an all-time record of over 2.8M system-wide passenger trips—a 7.7% increase over prior year
- Phased in new bus stop signs made of a high intensity reflective material. A QR code on signs link passengers to Trip Planner details
- Created award-winning Bus-4-Life game app
- Saluted by Federal Transit Administration for vanpool services partnership
- Provided 208,719 free student bus trips
- Provided 5,379 trips to frail and elderly residents through Volunteers In Motion
- Created savings calculator on RideSCAT.com

## 2014 GOALS

- Add new buses to over capacity routes 1, 4, 6 and 25
- Reduce overcrowding by purchasing 4 new buses
- Create a prioritized plan of action for installing bus benches and shelters
- Unveil new mobile apps to simplify vanpool requirements
- Increase Volunteers In Motion volunteer base by 25%
- Provide real-time bus arrival & departure data
- Launch reThink Your Commute Day

## POINTS OF INTEREST:

More than 17 million passengers used Space Coast Area Transit

Space Coast Area Transit vanpools have traveled more than 322M miles, the equivalent of traveling from the earth to the moon 1,278 times.

Since 2008, ridership has increased every month.



## Need help? Dial 2-1-1

Trained specialists at 2-1-1 Brevard help residents with questions about community resources 24-hours a day, seven days a week. They also offer crisis intervention.

In the past fiscal year, the specialists answered more than 40,000 calls, and the nonprofit recorded more than 20,000 visits to its online resource database at [www.211brevard.org](http://www.211brevard.org).

2-1-1 Brevard is funded in part by the Brevard County Department of Housing and Human Services.

Also, 2-1-1 Brevard works with Brevard County Emergency Management to support residents before, during and after a potential disaster, such as a hurricane.





# Central Services

(321) 617-7390 ■ [BrevardCounty.us/CentralServices](http://BrevardCounty.us/CentralServices)

Central Services supports all County operations by acquiring and maintaining quality goods and services with three distinct programs including purchasing services, asset management, and fleet services.

## MAJOR ACCOMPLISHMENTS:

- Continued conservation initiatives that have led to a 19% reduction in electricity consumption at government facilities
- Completed Kelly Park Seawall and Dock Replacement, Sand Point Park Improvements, Consolidation of Two Module at Fire Station 89, Valkaria Airport T-Hangars, Melbourne Mall Bus Transfer Station, Improved Lighting and Security at Spacecoast Area Transit facilities, Detention Center Administration Roof Replacement, North Brevard Senior Center Pond and Walking Trail, Tax Collector Merritt Island Office
- Completed replacement of two underground fuel sites with above ground fuel systems, reducing the risk of pollution resulting from accidental fuel spills
- Entered into cooperative agreement to improve County's buying power, reducing costs for commonly purchased items and services
- Brought in approximately \$570,000 in revenue through the sale of surplus equipment and property
- Continued accounting and financial tracking of over \$740M in capital assets

## POINTS OF INTEREST:

**Interested in buying surplus property?** Visit us online at [www.brevardcounty.us/CentralServices](http://www.brevardcounty.us/CentralServices) to obtain information on bidding opportunities and surplus sales.



## Brevard County Public Entity Purchasing Cooperative

Fostering Partnerships was one of Purchasing Services top initiatives for this past year. The initiative, known as Brevard County Public Entity Purchasing Cooperative, helps county and city municipalities work together to save money through spend optimization opportunities on public contracts and services.

**When was the Cooperative formalized?** The BOCC approved Interlocal Agreement to allow participation in a purchasing arrangement to be known as the Brevard County Public Entity Purchasing Cooperative. Membership in the Cooperative is open and free to all public entities within Brevard County and is a prerequisite to participate in any Cooperative solicitation or award.

The purpose of the cooperative is to develop relationships among its participants for the purpose of seeking responses to common solicitations which may result in lower costs to all group participants and lower administrative costs.

### What are the current Cooperative Contracts?

- **Asphaltic Concrete:** Lead Agency Brevard County Board of County Commissioners
- **Equipment Rental:** Lead Agency City of Palm Bay
- **Fencing:** Lead Agency Brevard County School Board
- **Gas & Fuel Oil:** Lead Agency Brevard County School Board
- **Grassing (Sod) Services:** Lead Agency Brevard County Board of County Commissioners
- **Playground Surface Material:** Lead Agency Brevard County School Board
- **Traffic Sign Materials:** Lead Agency City of Palm Bay
- **Treatment Plant Chemicals:** Lead Agency - City of Cocoa

### Who are the Brevard County Public Entity Purchasing Cooperative Members?

- Brevard County Board of County Commissioners
- Brevard County Public Schools
- Canaveral Port Authority
- City of Cocoa
- City of Melbourne
- City of Melbourne Beach
- City of Palm Bay
- City of Rockledge
- City of Titusville
- City of West Melbourne
- 45th Space Wing, Patrick AFB, FL  
(pending final agreement approval)

### When does the Cooperative group meet?

Six times per year on the second Wednesday of alternating months and began in January



# Natural Resources Management

(321) 633-2016 ■ [BrevardCounty.us/NaturalResources](http://BrevardCounty.us/NaturalResources)

Natural Resources protects the quality of life by managing and conserving natural habitat and animal species and other natural resources of the county.

## MAJOR ACCOMPLISHMENTS:

### BOATING & WATERWAYS

- Secured grant funding of \$22,850 to assist in removal of derelict vessels from County's waterways
- Removed more than 51 tons of derelict vessels and debris from the Indian River Lagoon
- Over 12 vessels have been identified and are listed for removal
- Received grant funding of \$304,241 from the Florida Inland Navigation District's Waterway Assistance Grant Program to assist in site improvements for commercial fishery related working waterfront on Indian River Lagoon, Griffis Landing at Blue Crab Cove
- Leveraged funding to support maintenance of waterway markers and Monofilament Fishing Line Recycling Program through Brevard Zoo and local environmental agencies and interests

### ENVIRONMENTAL RESOURCES MANAGEMENT PROGRAM

- Conducted over 10,000 environmental reviews
- Conducted almost 500 field visits to facilitate economic and ecologic balance
- Facilitated revisions to Land Alteration code and completion of the wetlands study
- Provided support in management of over 550 acres of County owned lands with over 2,800 hours contributed by volunteers, resulting in more than \$60,000 in savings
- Saved county departments and Brevard municipalities/governmental agencies more than \$100,000 in permitting, monitoring and mitigation costs through environmental permitting and monitoring assistance

### WATERSHED MANAGEMENT PROGRAM - STORMWATER

- Completed four regional stormwater treatment projects reducing pollution to Indian River Lagoon
- Completed project reducing stormwater nitrogen pollution by 1,641 pounds into St Johns River
- Proceeded on nine water quality projects to reduce nitrogen pollution by an additional 53,165 pounds
- Removed over 76,300 pounds of sediment from stormwater conveyance systems through maintenance of baffle boxes and curb inlet baskets

## POINTS OF INTEREST:

### SEA OATS:

During the 10 years of the Bargain Sea Oats Sale, over 250,000 dune plants have been purchased and planted by individual residents, non-profit organizations and cities to restore eroded dunes along our beaches.

### MOSQUITO CONTROL:

Mosquito inspection and treatment takes place during daylight hours. Mosquito control is the application of insecticides by truck and helicopter. Night-time adulticide spraying begins 30 minutes after dusk and continues until the spray areas are completed. To contact Mosquito Control call (321) 264-5032.

### FERTILIZER ORDINANCE:

A fertilizer ordinance was adopted to reduce excessive use of lawn chemicals, which contributes an estimated 120,000 pounds of nitrogen pollution annually in area waterways.

### OYSTER GARDENING:

Next year, oyster gardening will restore one million filter feeders to one thousand sites and those gardens will filter 25,000,000 gallons of lagoon water per day. To become an oyster gardener volunteer, contact the Brevard Zoo.

- Conducted pilot project to remove floating vegetation from drainage canal preventing release of nutrients and muck that occurs when herbicides are used versus harvesting
- Submitted grant proposals to initiate a countywide vegetative harvesting program and to begin removal of existing accumulations of muck
- Initiated oyster gardening program to restore natural filtration to the Indian River Lagoon.

### FLOOD CONTROL

- Completed over \$10M in projects in West Cocoa and the Sarno/Aurora watersheds, providing increased flood protection to 4,196 homes
- Permitted over \$5M for projects to increase flood protection to an additional 8,478 homes. Flood mitigation grants fund 75% to 100% of the costs for each of these projects



*Hands Across the Lagoon Event*



**BEACHES AND DUNES**

- Appropriated \$3.4M to leverage up to \$5.15M of state grants and \$29M of federal funds to stabilize up to 22 miles of dunes and restore 14 miles of beaches
- Started beach and dune repairs that will replace more than 1 million cubic yards of beach quality sand via dredge and 237,000 cubic yards via truck haul by spring 2014
- Co-sponsored the 10th Annual Bargain Sea Oats Sale with Keep Brevard Beautiful. Participants purchased over 23,000 dune plants.

**MOSQUITO CONTROL**

- Conducted 1,800 virus tests on sentinel chickens
- Conducted more than 75,000 ground inspections
- Maintained over 900 mosquito surveillance traps
- Treated nearly 2 million acres through ground and air operations
- Continued work with Department of Environmental Protection on comprehensive waterway plant management plan
- Treated 1,055 acres through aquatic weed program to improve water flow and eliminate mosquito breeding habitats
- Prevented 167 tons of discarded tires from reaching landfill
- Implemented agreements with EEL program for management at Ulumay and mitigation projects at Marsh Harbor
- Continued cooperative efforts with Agriculture Extension office for staff training
- Managed approximately 28,000 acres of mosquito impoundments
- Flew nearly 100 missions for mosquito control and other governmental operations

## 2014 GOALS NATURAL RESOURCES MANAGEMENT

**BOATING AND WATERWAYS:**

- Study and evaluate waterway infrastructure and navigational and environmental dredging needs throughout shared waterways
- Pursue grant funding to support deployment of materials onto the county's recently permitted artificial reef site
- Identify and secure long-term artificial reef material storage areas

**BEACHES AND DUNES:**

- To improve short-term and long-term funding strategies for meeting the water quality needs of the Indian River Lagoon and other impaired waters
- To improve flood control
- To leverage grant funds for all capital improvement projects
- To expand partnerships and collaborations through the BLUE LIFE stormwater outreach program
- To seek strategic direction for sustainable coastal management in the South Beaches

# University of Florida Extension Office

(321) 633-1702 ■ [Brevard.ifas.ufl.edu](http://Brevard.ifas.ufl.edu)

The University of Florida Brevard County Extension Service provides science-based solutions for your life! Whether you want to start a new business, grow your own food, get healthier, get out of debt, control landscape pests, increase your business profits, teach youth life skills, increase crop yields... we can help!

**POINTS OF INTEREST:**

The UF/IFAS Extension Brevard County has launched My Brevard Yard program. This 3-hour workshop teaches best management practices for lawns and gardens, including an on-site visit by Master Gardener or UF/IFAS faculty member. Recommendations on lawn care, fertilization, irrigation and horticultural-related topics will be made based on analyzed soil samples. The goal: reduce fertilizer runoff into the Indian River Lagoon, and help homeowners maintain a healthy lawn and garden.

**MAJOR ACCOMPLISHMENTS:**

- Launched seven afterschool gardens
- Created roving garden kits at Satellite Beach library and Eastern Florida State College with \$6,500 in grant funds
- 105 youth participated in the clubs; 130 youth benefited from roving garden kits
- Provided youth with access to cooking programs and field trips to Brevard County Farmer's Market
- Developed mobile app to increase seafood education available at Google Play — [FLSeafood@YourFingertips](mailto:FLSeafood@YourFingertips)
- Launched "Sustainable Floridians," an eight-week training program where volunteers created an action plan for community service projects or volunteer educators
- Re-implemented Citizen's Academy, designed to familiarize citizens with roles, services and operations of Brevard County Government



*Farmer's Market, Wickham Park*

# Public Works

(321) 617-7202 ■ [BrevardCounty.us/PublicWorks](http://BrevardCounty.us/PublicWorks)

Public Works is responsible for installation/construction and maintenance of all County-maintained roadway systems, maintenance of drainage systems, traffic signals, traffic signs, and roadway striping; permitting of improvement in the County right-of-way; surveying; and construction of new and widened roadways, sidewalks and intersection improvements.

## ACCOMPLISHMENTS:

### SURVEY AND MAPPING

- Procured City of Cocoa stormwater asset mapping & GIS database project through an Inter-Local Agreement that generated \$50,000 in revenue
- Completed City of Rockledge Southeast Quad stormwater and sanitary asset mapping & GIS database that generated \$125,000 in revenue
- Completed various CIP construction and engineering design projects that generated \$250,000 in revenue
- Began GIS mapping of all right-of-way and easement vacates approved by the BOCC

### TRANSPORTATION CONSTRUCTION MANAGEMENT

- Progressed South Wickham Road Widening Project-90% completed
- Completed Advanced Traffic Management System expansion project
- Completed construction of Minton & Eber, Grissom & Canaveral Groves and Grissom & Camp Road Intersection Improvements
- Completed Al Tuttle Trail Project
- Paved approximately 100 miles of roadway within District 1 and District 2
- Completed Range Road Sidewalk Project

### TRAFFIC OPERATIONS

- Completed 33% of upgrading traffic sign inventory
- Began construction of Intelligent Transportation System Projects
- Initiated Sign Blank Reuse Program

### ITS/SIGNALS

- Completed Advanced Traffic Management System expansion project along 10 major corridors
- Worked closely with Space Coast Transportation Planning Organization to develop an RFP to develop ITS Master Plan
- Participated in relocation of Osprey nest at intersection of Viera & Stadium
- Designed, contracted, and inspected 19 FDOT/Brevard County intersection traffic signal rehabilitations
- Installed new speed zone signage, flashing beacons, and active driver feedback signs on Pineda Causeway, New Found Harbor curve flashers, North Wickham four way stop
- Replaced more than 780 LED modules used to provide the red, yellow, and green traffic signal displays at 80 intersections
- Completed 847 preventive maintenance visits
- Completed 3,298 locates, providing for the safety of contractors or citizens excavating
- Repaired, serviced, and maintained over 1,200 streetlights



### ROAD AND BRIDGE

- Completed 85% of Municipal Service Taxing Units storm pipe installation projects
- Completed \$3.6 M in billable revenue through the New Construction Service's workforce
- Completed resurfacing of approximately 100 miles of roadway within District 1 & District 2 funded by a one-time allocation of Local Option Gas Tax bond proceeds

### ENGINEERING

- Completed electronic permitting process for right-of-way franchise utilities
- Created electronic shop drawing submittal process
- Completed conversion from paper inspection reports to electronic inspection reports

## POINTS OF INTEREST:

### ENGINEERING

Public Works maintains 1,196 miles of existing roadways and is currently managing the right-of-way acquisition, design, engineering, and construction services for several new roadway, road widening, intersection improvements, and pedestrian pathway projects. Some significant projects include St. Johns Heritage Parkway, Washingtonia extension, Babcock Street widening, Hollywood Boulevard widening, Barnes Boulevard widening, N. Banana River Drive improvements, and Fortenberry/Plumosa intersection improvements.

### TRAFFIC OPERATIONS

- Traffic Operations receives numerous requests each year for additional or modifications to traffic control devices.



## 2014 GOALS PUBLIC WORKS

### SURVEY AND MAPPING:

- Complete City of Cocoa Area 2 stormwater asset mapping project
- Provide document scanning and management internally

### TRANSPORTATION CONSTRUCTION MANAGEMENT:

- Improve access for citizens to communicate in regards to transportation construction projects
- Complete 60-80 miles of road resurfacing through the use of the bond program in District 1 and District 2

### ROAD AND BRIDGE:

- Complete implementation of iWorQ Work Management System in Maintenance, Landscape and Construction services. The iWorQ System will be used to capture all aspects of resource management; labor, material and equipment
- Develop Public Works Mapper (GIS), an intelligent mapping system that shows public infrastructure assets
- Enhance public interaction by allowing citizens to submit electronic work order requests through iWorQ Website Service Request module
- Implement resource management program

### TRAFFIC OPERATIONS:

- Complete migration to web-based asset management system
- Develop Mast-Arm Repainting Program
- Complete upgrade of sign inventory

### ENGINEERING:

- Create single application-multiple project location permits to further enhance the paperless permit process
- Enhance electronic permitting process for Franchise Utilities to further provide efficient customer service
- Increase inter-departmental communication and cooperation to increase efficiency

We follow national and state standards which regulate speed, volume, and flow of pedestrian and motor vehicle traffic. Requested traffic controls are evaluated on a case-by-case basis.

■ There were 96 requests for speed humps, and installation was approved for 15 roads. The breakdown by district:

- District 1: 10 speed humps
- District 2: 3 speed humps
- District 3: 0 speed humps
- District 4: 2 speed humps
- District 5: 0 speed humps

2013 BREVARD COUNTY ANNUAL REPORT



**Wheelabrator Ridge Energy Inc.**

A Waste Management Company

*Providing dependable, environmentally safe disposal of waste wood, scrap tires and landfill gas, while generating clean, renewable electricity.*

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# Tourism Development

(321) 433-4470 ■ VisitSpaceCoast.com

Financed by a 5% tourism tax, the Space Coast Office of Tourism promotes the Space Coast on a national and international level to draw visitors to our area; finances improvement, maintenance, renourishment and erosion control for our beaches; operates a Visitor Information Center at Kennedy Space Center; maintains funds for capital facilities improvements; promotes cultural and special events via the Brevard Arts Council; funds the construction of the Brevard Zoo and the Space Coast Stadium.

## MAJOR ACCOMPLISHMENTS:

- Tax collections were over \$8.5M; 14.2 above budgeted projections and 2% above previous years collections
- Continued forward movement on new visitor center on I-95 in Titusville partnering with FDOT; projected completion early 2014
- Continued to staff Visitor's Center at Kennedy Space Center
- Working with City of Cocoa Beach to construct three-mile boardwalk
- Promoted area through "Your Space for... Fun, Cruises, Nature etc" marketing campaign to increase interest in space exploration
- Partnered with Natural Resources Management Office for beach sand replacement and to maintain water quality in area rivers and lakes
- Public relations focused on: space-related tourism; leveraging arrival of Space Shuttle Atlantis to KSC; promoting beaches, cruise, nature/wildlife
- Contracted with new PR agency, TWSquared in Orlando
- Worked to brand and expand social networking efforts
- Completed research study; contact TD to read Executive Summary
- Awarded \$75,000 in marketing assistance to Cocoa Beach, Titusville and Melbourne areas Chambers of Commerce
- Supplemented budget by \$350,000 by partnering with Cocoa Beach Hotel Motel Association, Kennedy Space Center, Port Canaveral, and Melbourne International Airport
- Awarded \$140,000 to Keep Brevard Beautiful to clean our beaches
- Awarded \$67,000 for Ponce de Leon statue at Ponce de Leon Park
- Worked with Brevard Cultural Alliance CMI initiative to target potential arts patrons in established, overlapping drive markets
- Awarded Gold Addy for "I need my space" TV spot and Silver ADDY for print campaign
- Continued to strive to meet consumer trends, economic conditions, technology, competition, and concerns for public safety through participation in trade, sports and fishing shows
- Assisted with Thunder on the Beach, high speed boat races; the Melbourne Beach Airshow; Runaway Country Music Fest; Art of Sand; Space Coast Birding and Wildlife Festival; Space Coast Marathon; Melbourne Beaches Music Marathon; Arts and Algorithms; and Smoke on the Water
- Developing certification program for our eco-tour providers
- Continued to co-op with meeting hotels seeking association, corporate, military and religious meetings
- Supported tourism-related activities with over 30 sales representatives from hotels, attractions and transportation who meet and plan group sales missions to various trade shows.
- Promoted Space Coast during three cruises for travel agents onboard Royal Caribbean
- Updated SNOOZE AND CRUISE brochure promoting additional room nights in hotels for cruise passengers
- Continued to work with Buchanan Company to promote area as destination for sporting activities. Over 45 events were held in 2012-2013 with over 30,000 room nights and over \$11.2M in economic impact.
- Continued to broadcast live sporting events on [www.spacecoaststv.com](http://www.spacecoaststv.com). Over 250,000 people from around the world saw promotions of the Space Coast
- Partnered with Event Strategic, a 40' recreational vehicle, the "Beach Bus," that travels around Florida, Georgia and northeast at 200+ events
- Worked with production companies to film documentaries, music videos, fashion shoots, TV shows and commercials, including Tomorrowland, which stars George Clooney
- Sponsored annual Melbourne Independent Film Festival
- Hosted several Chinese, UK and Indian business groups and tour operator site visits
- Awarded \$100,000 grant to The Museum of Dinosaurs and Ancient Cultures

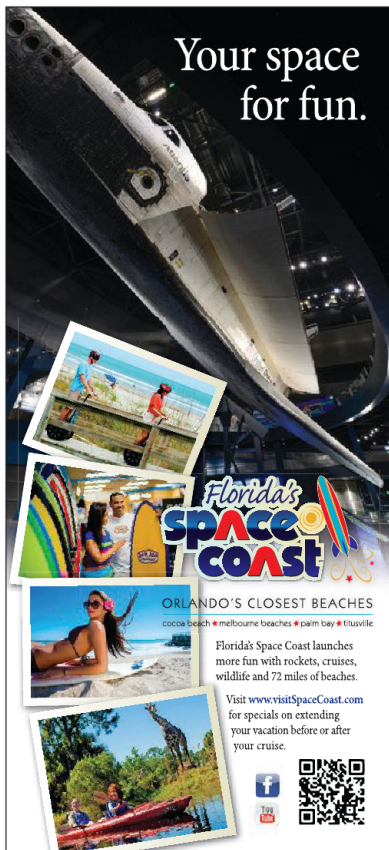
## POINTS OF INTEREST:

Visitors spend \$1.46B annually in Brevard County.

An additional 35,000 seasonal visitors stay here each year and generate more than \$156M in direct spending.

A total of 2.5 million overnight and an additional 3.5 million daytime tourists visited the Space Coast in 2013.

The total financial impact of tourism on the Brevard County economy is \$2.86B annually.







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